JANE FARRAR

...continuing her record-breaking run at the popular
1523 Locust Club

...offering a program of
Melodious Songs
and
Musical Monologs

RADIO • STAGE • SCREEN • HOTELS • NIGHT CLUBS

Permanent Address: MRS. FLORENCE FARRAR, 1421 Spruce Street, Philadelphia, Pa.
REVOLT OVER FILM SONGS

Impresarios Next Step in AGMA; Plan To Tie Up Concert, Opera

NEW YORK, Oct. 9.—American Guild of Musical Artists, newly formed unit of the Associated Actors and Artists of America, expects to announce Monday that it has signed up impresarios. Plans call for organizing every opera company in the United States, and AGMA officials feel the new season will see this accomplished. Investigation of abuses in the opera world has been continued by AGMA's committee, and the news conference is expected to bring in several important companies.

Garden Rodeo, Under Colburn, Knight Wing, Starts Off Good

NEW YORK, Oct. 9.—Madison Square Garden Rodeo here has played to near-capacity crowds since its opening Oct. 6. Attendance figures are not available, as yet, but, in keeping with the AGMA's plans, the figure is expected to be high. House prices have been fixed for the corresponding week, and it will be expected to bring in a large crowd. House prices have been fixed for the corresponding week, and it will be expected to bring in a large crowd.

Trade Practice Rules Up

WASHINGTON, D. C., Oct. 11.—Suggested trade practice rules for the pop music industry and the transcript of the trade conference held Monday will be submitted to the Federal Trade Commissioners next week. As a result of the trade conference, the commission has received a number of new rules and regulations that have been approved and will be published in the Trade Practice Rules, which will be published in the Trade Practice Rules on page 63.

Whalen President

NEW YORK, Oct. 11.—Grover A. Whalen has been elected president of the New York World's Fair Corporation to serve until the close of the fair, it was announced Monday night.

Paralysis Scare

Vicksburg Fair off and show forced to cancel other Mississippi dates

BATON ROUGE, La., Oct. 11.—Mrs. Gruberg, owner of the World's Exposition at Vicksburg, reported Monday that the fair had been canceled due to a lack of funds. Mrs. Gruberg stated that she had not received the advance expected for the fair, and that the fair was in a state of flux. (See PARALYSIS SCARE on page 5.)
BOSTON, Oct. — Massachusetts Theatrical Agents' Protective Association, chartered since October, 1936, has changed its name to the Massachusetts Association of Entertainment Bureaus. Louis Walters, newly elected president, announces the agreement on a minimum wage scale of 48 per day and 425 per week. These figures, Walters stressed, are not to be construed as being a standard salary but simply a minimum level. Figure includes two shows nightly at one cpyd. (See box for rate calculations.)

Attention, Rita Kelly!

CINCINNATI, Oct. 9.—Theresa Kelly in a wire to The Billboard states that she is anxious to get back to the Broadway stage as Rita Kelly, acrobatic dancer and comedienne, who may be with Kay LeRoy's troupe at the time, will direct Ducky Rhodes' Pretty Baby Company, to give a New York show. This is seriously ill, according to Theresa.

SELL PHOTOGRAPHS
MAKE BIG MONEY

BOSTON, Oct. — A number of agents in the New York press society have adopted a new style of writing their articles, writing in the form of a letter to the editor. The new style is said to be more effective in getting across their ideas to the public.

No Escape

DETROIT, Oct. — Michigan State Press at Jackson, Mich., has gained a reputation throughout the state and elsewhere for its prison entertainments, no matter how unprofessional their stage presence or professional stage during their terms of incarceration. Now the court is evidently figured that having to be an actor or musician in addition to being a prisoner is too much and justifies an attempt to escape. At a recent show at Jackson ruled Monday that George Washington, a former inmate from the prison band when it was playing at Ypsilanti, 40 miles away, which was charged could not be held for trial therefor. Acts and songs could not be held for a slap at them that is intended to be.

European Song Writers Better; But U. S. Boys Still Way Ahead

NEW YORK, Oct. — Alto European songwriters are improving the song business. Sir Charles Jack, back from a tour of England and the Continent, has been in the States for several weeks. European tunes, he said, lack punch. Miss Helen Lewis, these buyers, understand his ideas. London ballads, however, looked good to Mills and he bought two home.

European song, mostly is partly inspired by an American. Plenty English music is produced by Yankees, coming to New York via London. Gordon's, who wrote the British Head Over Heels song and Lerner, Goodhart and Hoffman wrote the fourth, said we sold out right away. Very good feature, according to Mills, is Sid Phillips, who wrote the million-selling 'You Only Live Once.' Mills completed a toup with Cinephile, which will give him exclusions for some time. Also among the currently popular American songwriters there is a tie-up through stock and legitimate shows with the朋 Th. Theatre here, of the Monarch chain, as assistant to Manager M. D. Och.
**Show Is On**

**Flops in Chi**

CHICAGO, Oct. 9.—Last season's finks on musicals that curtailed the life of Vinlon Prendergast's New, Hot and Blue here have now been dropped. The show is now running in the Grand Opera House after only a week in second place. Despite favorable reviews, business did not come up to expectations, and the management held a private conference.Previewers expect the sex-binding the band stand for a major plug.

**Syracuse Managerial Shifts**

**4 Days From P. A. to Mgr.**

SYRACUSE, N. Y., Oct. 9.—Three shifts in managerial posts in the I. C. Schine here were made swiftly last week. Clifford Shaw, of the Paramount, resigned, and Charles Bundy Freeman, who was associated with him, took his place. Meanwhile, Robert A. Newkirk, from the Radio Station in this city, was appointed assistant manager.

This completes a general revision of the managerial staff, which had been house manager of the Schine in this city. The station was recently moved back to the Palace in Rochester, and Harry Hovetont, his assistant, became manager of the new station.

Furthermore, Schine has now acquired a separate manager for each of its theaters, which has been a pattern in the business for some years.

**Waring's Court of Vital Concern to Radio Listeners**

PHILADELPHIA, Oct. 11.—Decision by the Pennsylvania Supreme Court upholding the right of Waring against WDAS and other parties to broadcast without interference. The records made by him or his agents have been heard and approved by the broadcasters in the court. The decision is a victory for the broadcasting industry.

**Peggy Fears as Backer**

NEW YORK, Oct. 9.—Peggy Fears, the daughter of Judge Leonard Fears, has been in charge of the Pier Dance Hall for the past few days. In her new position, she has been working hard to improve the service.

**Syndication Surges**

The syndication business has been increasing steadily in recent years, with many new organizations entering the field. This is due to the growing interest in the distribution of radio programs and the need for a central authority to handle the affairs of the various companies.

**Mail-O-Graph**

Mail-O-Graph is a new product that has recently been introduced. It is a device for printing postcards, envelopes, and other small items. The machine is easy to operate and produces high-quality printed materials.

**Hotel Raleigh**

When you can show up in Chicago—**D**ay or **N**ight

**Central Ticket Office Co.**

**MASON CITY, IOWA**

COURIER

** determination that recordings of this nature are made for home use only and that other use is not to be made without additional payment. This applies not only to the new discs made at the corporated-operated phonograph companies but also to the older disc recordings made by other companies.**

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COURIER
SEE LITTLE HOPE FOR CZAR

Talk Considered Waste of Time; More Urgent Problems Face NAB

• Musicians' question, research, legislation, and need of strengthening broadcasters' association merit more attention, radio men say—FCC enough of a boss

WASHINGTON, Oct. 11—Whatever the rush of radio executives and broadcasters towards the Federal Communications Commission was an indication that the Associated Broadcasters of America will make a stand in the next two or three weeks on the issue of regulation by the post office. In the meantime, the Associated Broadcasters of America, the other group seeking to be represented by the FCC, are awaiting a decision on the matter. The Associated Broadcasters of America, however, are in the hands of a czar, a man who has the power to determine the course of events.

Paley Sues CBS, But It's Not Wm.

NEW YORK, Oct. 9—Henry H. Paley has filed suit in the New York County Supreme Court against Columbia Broadcast System and the Columbia Broadcasting Co. Paley charges that between June 15 and August 20, 1936, he wrote material to be broadcast by the Science Division of the American School of Oriental Research. The suit charges him without material without credit or pay. Suit is for $50,000. Attorney Charles J. Koeppel Jr. is for Paley. Henry H. Paley is understood to be no relation to Paley, CBS pres. Such understandings.

Another Station Slatd For St. Petersburg, Fla.

ST. PETERSBURG, Fla., Oct. 9—Officers of the Pinellas Broadcasting Association have issued a public statement regarding an application to the Federal Communications Commission for authority to build and operate a radio station here. James II. Bussey, secretary-treasurer of the new company, had no comment to make regarding the application. The company, he said, intended to get another radio station here, and said details would be announced later.

Lady Esther Leaves For New York Show

CHICAGO, Oct. 9—Miss Esther, head of the Chicago Women's Club, has been named as an organizer of the new radio network of the United States. Miss Johnson recently left the Blackstone-Glenn-Wright-Stephenson-Wright network and is now taking the Lady Esther show with her.

New Agency Formed

CHICAGO, Oct. 9—William F. Doughall & Wadsworth that the NAB will not accept to their members, yet how can it be still be thinking that NAB should do that for him?

AFM

"I am going up to New York to hear what the musicians want. I want to find out what we can do to back them up. Also I expect to learn how much more I will have to pay for some work. I do not know if NAB is going to conduct some kind of a meeting, or something. I am just a little confused. I think it is pretty important that we get some answers from NAB before we decide anything.

Joint Committee Names Bureau To Handle Rural Market Survey

WASHINGTON, Oct. 11—The Joint Committee, established by broadcasters, advertisers and advertising agencies to study and evaluate methods of radio research, will hold a meeting here next week. The committee was formed to study the selection of the Hooper-Holmes survey. The committee has decided on some time ago. This is the Hooper-Holmes first major radio survey. Since the organization has, heretofore, primarily limited its data to a small number of advertising companies.

Estimates are that the survey, which will be here at the end of the month, will range in costs from $80,000 to $30,000. The report will be announced to the public by various market research companies to get the survey more to be used. The broadcast of the radio is concerned, is the major study to be made in the country. The survey will be available as to income levels, listening habits and other important factors in the ownership. Because of the lack of telephone and widespread in- vestigations, the survey procedure will be made available to the public.

Focus on the survey, the committee said, will be on the end of the month, when the survey will be announced. The report will be announced by the various market research companies to get the survey more to be used.
CBS Firing of Announcer Gives Radio Actors' Union First Case

NEW YORK, Oct. 9.—The recently organized American Federation of Radio Artists (AFRA) last night fired a member of its major local unit, the New York Board, the charging discrimination against Bill Seymour, announcer and writer for NBC's "The Rest." Seymour's Union was formed on September 18 and has been in meetings with CBS officials since September 29. Seymour's firing came yesterday by the deadline of Seymour's return. When he didn't show up, the complaint was filed under the rules of the Wagner Act.

Seymour, who has been a member of the union for six months, was hired by CBS in May after the union was established. He was working on the record-smasher "Prove It," and was dismissed last week. The union has filed a charge against CBS with the National Labor Relations Board, and a hearing is scheduled for Wednesday.

CIO Union Appeals To NLRB Over WOL

WASHINGTON, Oct. 1.—The American Federation of Radio Artists (AFRA), an affiliate of the Congress of Industrial Organizations (CIO), has filed a complaint with the National Labor Relations Board (NLRB) against the WOL, Inc., operators of WOCL and WOR in New York.

The union has been trying to organize WOCL workers for about three years, but has been unable to do so. The NLRB is currently considering the case.

AP Mulls Structural Changes

For Possible Entry Into Radio

NEW YORK, Oct. 9.—The American Federation of Radio Artists (AFRA) is considering a possible entry into the radio industry. The union is currently negotiating with several radio stations for the purpose of organizing their employees.

AP has a long history of labor organizing, and has been active in the radio industry for many years. The union is currently negotiating with several radio stations for the purpose of organizing their employees.

Ladies' Show Uses Two Advanced Aids

NEW YORK, Oct. 9.—Now it's a woman's program that's using advanced aids. Rosella Farr, "radio columnist," and Tapp-Skepta, does a three-week stint for the radio show "Your Life's Story," sponsored by the New York Central.

Advanced men contact newspapers and seek the program to every department in the office. This is followed by the radio editor, hand-out assistants, and the new department editor, whether it's working or not.

Stansky may jump to a five-week sch. Farr was used to be Martha Dean's p.a.
Shrimp Shows Back As Schedule Faves

New York, Oct. 9—Tabloid programs, capsule size for quick digestion, are finding a growing market, according to recent sales records. Five-minute shows aren't always related by stations, because they tend to resemble attempts at program structuring, but on the few roads they help fill out a spot broken by five-minute newscasts. They take a higher rate, proportionately, than the quarter-hour price on many stations.

The Columbia Broadcasting System

Radio for the nation

Orville Foster directing a new show for KMOX, Des Moines, is one of the more prominent of the veteran radio men of the KOLR, Omaha. 

Permalink:
https://www.billboard.com/article/60-422834

October 16, 1937

New York

By BENN HALL

IT'S a good stunt, but one of these days the radio ether will wake up. Meaning the calling of a program by the same name as the product advertised. Long ago was the International Silver show, First Love. It's the name of a silver pattern, but some of the radio editors forgot it didn't know and gave it listings that Thursday has left Diamond Sally, the show that got itself free advertising in program listings with its Caprice Diamond show.

Lucille and Lanny, after two guest spots on the Hall, are being held over for some more appearances. Frank Parker at WMCA is a tenor and station events don't want to confuse fans, so they changed the Frank to Bob and it's Frank Parker.

All Postal Telegraph programs are being microscoped by Western Union to see if there's any immediate business in them. For a month after Postal placed its program on Hearst's New York newspapers, the program was noticed in Hearst's business paper with Western Union is particularly interested in seeing who Postal uses as guests and then watches to see if the switch to the other service following. So far, with the Hearst exception, no hits, no runs, no errors.

However, this is not the last of that. The Broadway columnist report that the show was hit by a bagger but not necessarily. But Russ can get no more rewrites because the column was scrambled—"That's Not Necessary So." Maybe there should some way of checking new programs. Last Thursday the radio ether will wake up. Meaning the calling of a program by the same name as the product advertised. Long ago was the International Silver show, First Love. It's the name of a silver pattern, but some of the radio editors forgot it didn't know and gave it listings that Thursday has left Diamond Sally, the show that got itself free advertising in program listings with its Caprice Diamond show.

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Victor Coins It; But Why?

Dorsey, Fields sell as Goodman lags — record firms can’t understand the public.

NEW YORK, Oct. 9.—A dummy in wax seems to go hand-in-hand with the manufacture of the records of the industry and now that Charlie Mc Coo, popularly known as the man who made the saxophone famous, has joined in the fray, Victor is considering the formation of a division to handle things that befit the name. Ben Berger, Victor is considering the forming of a division to handle things that befit the name. Ben Berger, 20, the recording director in charge of the recording directors, has been trying to get in touch with the man himself.

Victor seems to be doing alright by itself without the tooting signal, feeling that the backbone of the industry is in music. Ken Murray, director of the recording department, is said to be the executive of the label.

Victor’s bid shows a healthy $3,000,000 for the first year. Among the first month of the Victor, it is reported that Victor is considering the formation of a division to handle things that befit the name. Ben Berger, 20, the recording director, has been looking for the man himself.

Victor is said to be looking for the man himself.

Philadelphia String Band Bookings

PHILADELPHIA, Oct. 9.—Don Red-

Yard, booking committee of the Du Pre’s String Band, will be at the presses of the band during the month. The band is said to be looking for the man himself.

Business survey by Du Free: "Looks best season in good many years. People are in a better mood for dancing."
Films Yield to Highbrow Music

SYMPOSSICALLY SPECIAL FEATURES

Heifetz: Fiddling for "Follies" — LILY PONS

HOLLYWOOD, Oct. 9.—Exhibition of Leonid Smirnoff, in another of the pictures looking as though the symphonists in music were to laugh but then the crooks that got away, b. o. 100 Men and a Goat has definitely changed the feeling of the musician, according to Park Avenue box offices reporting the mood of music men.

In reviewing the outstanding productions, radio director Arthur Wint on his own personal stamp has given us K releases which will not be heard without popular music. The famous "V" in a film, symbol "V" indicates derivation from a musical production, therefore this column is collected and compiled by The Billboard staff from data supplied to this Billboard by the American Recording Service.

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<thead>
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<td>Select</td>
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<td>Remember Me (P)</td>
<td>Select</td>
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<td>3.</td>
<td>That Old Feeling (P)</td>
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<td>7.</td>
<td>Harbor In Love (F)</td>
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<td>9.</td>
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<td>Simms</td>
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<tr>
<td>11.</td>
<td>So Rare</td>
<td>Robbins</td>
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<td>12.</td>
<td>Yours and Mine (F)</td>
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<td>16.</td>
<td>Step, You're Breaking My Heart (M)</td>
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<tr>
<td>17.</td>
<td>Moon Over Sea (F)</td>
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**Songs With Most Radio Plugs**

(As of the 1st of November, 1937)

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**Music Items**

- **Lanny Ross** has personally selected a group of songs from the American Record Corporation folio, Lanny Ross Songs and Treasures, and contributed his own compositions and lyrics.

- **Hamilton Kennedy**, English songwriter, makes his debut among American composers with his first publication of The Old Cowboy. It's a coincidence that this song, "The Old Cowboy," was published in 1942, and the song was reprinted in 1947.

- **E. P. Le Franier** of the Roy Music Company, has registered the title of a new song, "Thee's No Us," with the Copyright Office, and has submitted the song for registration.

- **The writers of Christopher Columbus** have registered a song, "Thee's No Us," with the Copyright Office, and the song was submitted for registration.

- **The book of history this time will be sung to the rhythm of the moment, song, JOE CAGE**.

- **After three years away from radio, El Dantzig**, who claims a record of 18 radio spots with a group of as many as six, returned to the air this week over WRAB from 11 to 13 P.M. Plants sweet, tender and features "clunch-a-clunk" novelty arrangements.

- **Bing Crosby is a silent partner in Berling's "Thee's No Us"**, sometimes, as in the case of Double or Nothing, publishers Bing's Paramount tunes as the FAMOUS in the Par music outlet.

- **Contact man Larry Daniels has left REMICK**, and he has not yet been replaced. The new man in charge is Jack Brill of Remick.

- **Mac Green starts working as Charlie Warren's assistant over REMICK**, and he is working as an assistant to the manager of the department.

- **Invent shrimp trombone**, New York, Oct. 9.—You see two name bands at the American territory, and a few are afraid of putting your necks in the rough waters without a guide, and forget themselves don't have to worry. A new man has got out a patent for a shrimp trombone, and he is going to make some brass men unhappy. His main job is to get the fisherman a fish, and he is going to make some brass men unhappy. They used to get a lot of trouble with the shrimp trombone, and waving the long horn around, as the shrimp fishermen say so, in the same class with more trumpeters and clarinetists.
First To Take Own Natural Color Photos

NEW YORK, Oct. 9.—Irrising Mills office claims the distinction of being the first manufacturer to make natural color photos for one of its acts.

Around $2,000 was spent to have a four-color photo taken of the acrobats for the Bay Hudson by Bill Miners, Clifton Images, who will print the photos with the color roto-
papers. Photo frames are being in-
sured, as it is in the interest of the
King’s Jesters. Another is Little Sweeter-
devoted too. Art McKee, of the
Kings’ Jesters.

Mills office also claims it was the
first ever to use sculpture photos of its
attractions. These photos give the
appearance of roundness and depth.

Chi Music Notes

CHICAGO, Oct. 9.—Joe Weber, APM
pres. dropped off here for a few hours to
consult with the NBC artists going on the
AFL convention at Denver.

Ted Browne, publisher, adding more
reception of the NBC clip features
Found My Heaven Blues, by Charles
Herbert, which was direct-reel at the
King’s Jesters. Another is Little Sweeter-
devoted too. Art McKee, of the
Kings’ Jesters.

Big Apple is starting to hit the burg.
A lot of shows are starting to run in
dance lines for it.

Fred Dampney, wife of the local
Words of Wisdom, is away from town this week from an all-summer vacation in Michigan.

ROAD BRIGHTER—(Continued from page 11)
on to one location for too long a run, particularly those acts same radio wire or any other out-of-town publicity angle. They find themselves the forgotten acts. It is their task to throw light against their ever reaching top recogni-
tion and the allending top dough.

Increasing demand for orchestras on the road, now that the big names are moving up and out, sets the.

They give the up-and-coming bands a new name and the public a constant
continuity of their stylizations before they get lost and the public name worth in the surrounding terri-

orities. Exodus will not only affect the music business but the entertainment as well in the
neighborhood cities, one-night-
stand bookers here report.


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Maurice Yellow Cabs, Decca

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Night Club Agreements Provide Better Conditions for Actors

Contracts include ban on free shows, cancellations, no sure payoffs, trick options—French Casino, Hollywood, International Casino, Leon & Eddie's sign.

NEW YORK, Oct. 9—With all of the talk of favoritism being done to avoid cleaning up ancient violation of contract, free shows, trick options, and lack of notice in immediate run contra, a group of Las Vegas, Calif., operators, Lebron & Eddie, signed contracts with French Casino, Hollywood, and Leon & Eddie's sign for a fixed period, putting an end to the key night clubs here either signed, the American Federation of Actors has the right to be a part of the American Federation of Actors and breach of contract in the case of Trance.

The French Casino, according to Leon & Eddie's sign, is a "Closed shop" really a preferential shop, in that the night club, will pay the any, whether AFA members or not, but the act must join the AFA after the contract. The agreement is on selling use of the AFA standard contract from New York to Las Vegas. The French Casino has been running a certain contract form right along, proving them wrong. The new contract is "not at variance with the AFA constitution and rules," and is a "variance" then the AFA's constitution, rules and standard contract form prevail.

The French Casino signed with the AFA, after having dropped out of the club, without a contract, and of a trained dog picket, was assembled in the French Casino entrance. Harry H. Calhoun, chief AFA organizer, and Jack Shapiro and Nat Hazen, representatives of the AFA, negotiated the agreement, with the Broski, representing the owners. Agreement was signed on the day the AFA said the French Casino was at variance with AFA rules.

In every contract the AFA constitution and by-laws are made part of the closed shop agreement. The AFA has also ruled that the French Casino may delay a night club on an indefinite contract term contract, for the first two weeks. If there is a contract, the French Casino must be picked up at least 4 days before the new contract. This is intended to hold the alleged absolutes obtained by night club owners and agents.

Performers violating any of the AFA rules have the AFA right to demand that the night club. The AFA organizers are now in the field checking on conditions in night clubs.

Cochran, who is editing for Execu-

Beauty Turned Performer

PHILADELPHIA, Oct. 9—Catherine O'Sullivan, Twenty-second Avenue's Jesse Flesher, is appearing as Benny the Bun in a song and dance routine. Length of her engagement is not known, as her contract was extended due to notices for which she is preparing.

Singing a Neurotic Influence?

NEW YORK, Oct. 9—It is commonly agreed that you give a musician enough rope he will "swing" himself, but when Arthur Creamlin, of the New York Schools for Music started his psychological about the recent ex of songs to swing. Jazz music has made the modern in psychology during his college days.

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Vaudette Notes

KAYE HEATHERLY of Siemas and Eums, has might well have had a bit too much fun while playing the Empire Theatre here. Progressive Pigeon Post reports that Kaye, who was in residence for several weeks, decided to cut short her stay and took a vacation in her hotel suite, with the result that her appearance in the show was delayed.

BIRTHDAY greetings to new 800 Club member, Phil Schiltz, who celebrated his birthday on October 7th.

BRENNIE has closed and gone into the Empire Theatre, as a 300-week run has ended. Under the management of Jack Broder, the theatre will be known as the Empire-Orpheum Theatre.

KOLLAND AND HART have been playing the Orpheum Theatre for several weeks, and have now returned to their home base, the Empire Theatre.

MILTON PRIME will be out of work for the next few weeks, as he has been transferred to Los Angeles, where he will work for the Ebersole Theatre, and later for the Carlin Theatre, in a new show.

TED COOKE is going into the Denham Theatre, Denver, October 20 with an enlarged pit orchestra.

London Houses Go Vaude

LONDON, Oct. 4—Following the boom in British vaude, five London cinemas announce their intention to return to vaude as their opening shows. The cinemas are the Alhambra, Camberwell; Bedford, Camden Town; Empire, Clifton, and Empire, Willesden. All five use to play straight vaude. Eumir is currently running at the Empire Theatre.

Healy Collects Salary Claim

NEW YORK, Oct. 6—Four-year-old litigation growing out of Roxy Theatre resentment which left unpaid salaries of ten years ago, reached the Supreme Court when Federal Judge Francis C. O'Leary approved a settlement which allowed $100 to the plaintiff, Harry P. Clancy, and $50 to the defendant, Benjamin Ginsburg. At the start of the trial, Judge Clancy had told him to Ginsburg, but two years later filed an appeal.

Albany Vaude Clicks

ALBANY, Oct. 8—Change of policy at the Grand Theatre from pictures to vaude gave the show a new lease on life. A little band finds Big Time Tough; But Just Won't Give Up

Sarkin and Roemer On Own; Quit CRA

CHICAGO, Oct. 9—Leo B. Sarkin resigned this week as manager of the local office of The Roxy Theatre, to become personal manager for the Roxy Theatre in New York. Sarkin, managing the Roxy Theatre since it was built 15 months ago, will concentrate on personal representation rather than booking.

His successor for the CRA post has not been announced. He will be named shortly by Pres. James G. Roatan, President of the CRA. Charles C. Greer, has been named to fill Roatan's position during the CRA's search for the new manager. Sarkin has been with the CRA since it opened on single-handed for the time being.

Pan-Amer Dallas Show Ups Gross

DALLAS, Oct. 9—'Audiences at the Pan-American Casino have increased 25 per cent from the same period last year, and the grounds admission charge of 50 cents per head is paid by 75 per cent of the patrons. The show turns around at several performances.

Return of the Show has increased the popularity of the show, and the current engagement at the Pan-American will be the highest in the show's history.

Return of the Show has increased the popularity of the show, and the current engagement at the Pan-American will be the highest in the show's history.

Choo's Unit Gets Opening

NEW YORK, Oct. 9—Rest on Parade, featuring the Choo's Unit, will open at the Empire Theatre on November 17th. The show is expected to be a huge success.

The Empire Theatre is planning a special 30-week run for the show, and is expected to be a huge success.

Billy Rose Unit Set

FT. WORTH, Tex., Oct. 9—Billy Rose's unit is expected to start for Texas to glorify the Texas girl, as well as Rose Martyn's, New York photographer.

The show is expected to start for Texas, and is expected to be a huge success.

The Empire Theatre is planning a special 30-week run for the show, and is expected to be a huge success.

Little Bands Find Big Time Tough; But Just Won't Give Up

NEW YORK, Oct. 9—Bill Riley and Mike Farley together left little trouble behind as they turned their attention to a new vaude. Riley and Farley have been working on their new vaude for several weeks, and are expected to open in New York on October 20.

The show is expected to be a huge success.

The Empire Theatre is planning a special 30-week run for the show, and is expected to be a huge success.

Omaha Group Plugs Vaude

OMAHA, Oct. 9—Midwest Talent Association, organized to revitalize vaude, announced that it will advertise in the major newspapers and magazines, and will be in charge of vaude in all major cities. The association is expected to be a huge success.

The Empire Theatre is planning a special 30-week run for the show, and is expected to be a huge success.
**Joe Sanders**

*The Ole Lefthander*

And His Nighthawks

Just completed 30 weeks at the Blackburn Cafe, Chicago, during which we again broke our own record.

FALL TOUR OPENING OCTOBER 28th

MANAGEMENT: MUSIC CORPORATION OF AMERICA

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**Dorothy Blaine**

*Beautiful exponent of song*

"Dorothy Blaine," attractive and talented blues singer, displayed definite promise of climbing to the name class with a low and round voice and a winning personality. — The Bill Board.

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**Jack Williams**

*The Nonchalant of Dance*

New Playing ORIENTAL THEATRE

Engaged for New "ZIEGFELD FOLLIES"

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**Larry Best**

*The Human Mirror*


---

**Barbara Parks**

*Statuesque Goddess of Song*

Now playing REVERE WILLY MILL, NEW YORK. OPENING BILLMORE HOTEL, NEW YORK. OCTOBER 15. Mgt.: MUSIC CORPORATION OF AMERICA.

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**State-Lake, Chicago**

*Reviewed Friday Afternoon, October 8th*

A rather impoverished stage bill, comparatively speaking, girls used in dance school revue specialties to take up time. Screen attraction probably counts for these. One of the few acts on hand, being a revival of RKO's Antifog-german musical chorus and glee production on the whole, is a drag, and in themselves, however, rate merit.

Particularly notable are Sally and Berry Benik with their breezy musical comedy and tap work and swell arm-in-arm dance. The new act, a neat job with speed and youthful exuberance, is a good band. All of the above is a well-rehearsed act.

The line girls are squired out in the finale, Orchestra Leader Vera Buckcutt and her chorus producing a medley of show songs.

**Earle, Philadelphia**

*Reviewed Friday Afternoon, October 6th*

There's an impressive list of names behind the Earle festivity this week, headed by never-grown Buddy Rogers. Buddy's other line—sings, dances and plays an instrument—manages to hold interest with his stunts and vitality. He's in town without his own band, using the Earle Orchestra for his shows and generally producing a medley of show songs.

**Radio City Music Hall, N. Y.**

*Reviewed Thursday Evening, October 7th*

Victor Herbert Melodies garners the attention portion of the Earle stage this week, starting the enthusiasm of an over-flowing house with Stairs Door (1937). That the eye-striking spectacles provided by producer Leinfield's curtains is a drag, and in themselves, rate merit. The familiar Herbert compositions compensate until the spark is set by Mary Rye and Waldren's vocalizing.

Rose Ahearn's colorizing range introduces the Indians, a large redskin figure facing the setting sun while the woodsy chorus glides down after their Dance to the Indian ditties. A respite in offering the love
songs of the American composer follows. Janice, with the glee club, does lyric numbers for Aun, Sweet Mystery of Life; Evelyn Childress, with the girls, sings "Amour," and Drayton sings, with the boys, "Kiss Me Again, and waltzing of the "Kiss Me" in the ladies' and fiddling and Nadi ballroom music.

The epitome of charm and grace in their evolution, the twirling and twirling confections for the most delightful dance of the evening. However, as they returned with a rumba twist to the music of Herbert's Pan-American.

An excursion in toyland gives the Salem Hotel, the red head another opportunity to capture their passion plus her name.

All kinds rushed, clocking only 28 minutes. Surely more in the Herbert catalog that can attain the same. George Huxley, Jr., conductor of Music Hall entertainment, Gypsy Groove and contemporary dance, delivered a piece produced by Richard Lebert at the concert. Her squad, appearing, is the picture compliment of Ray Harris, a prominent figure in the dance world.

Oriental, Chicago

(Restored Friday Afternoon, October 8)

Swing mania reaches a new height in sadness here this week, both on brown and stage. A new big band, one of the best, is down in the field with "Blind Date" at the Gate. Miss Hutton with her Melodancers continue the dance with the flash, with "Blind Date." The Miss Hutton band seems to have found the individual contributions, but taken all in all, the jump is too much for the vocal and dance arrangements.

Miss Hutton's band attracts any fan or two, who might purchase the tickets for the emphasis. Her fans are legion, and completely outdoor fans who are always very much in the audience. Miss Hutton's band attracts any one who enjoys a fine jazz, as it is practically the same as her style. Miss Hutton is one of the most successful and well known jazz bands.

Michigan Theater, Detroit

(Restored Friday Evening, October 8)

Dancing bands and groups being a big step on stepping, to house a filled in the ballroom, with a rather weak in the thumping of the band, the audience is a constant delight. All goes well, with Marion Belli and the other members of the group, and the gus, who disembarks, only a few of the many who are associated with the group, do a fine job of the music and dance arrangements.

Cugat displayed his usual suave manner, and the band seemed admirably. To the right of the dance, the crowd seems too pleased as his appearance. The blend seems to fly in the air, and the group is about to be in the background with vocals near the end of the first dance. The band, a四piece, is one of the finest groups, and the general tone of the orchestra, especially Miss Belli and the other members of the group, was thrown down the house. Troio should be a dink for any one who enjoys this style, to give a lively dance, providing one of the boys' play at being cocky doesn't become too obvious.

One night, the band average Friday night hit. On the screen that Colors Women was some help to b. o.

Earle, Washington, D. C.

(Bestorized Friday Afternoon, October 8)

Aer航行, the theatre is a big stage bill was augmented to six acts. "Carmelita Salado, the stinker, may entice some ticket buyers, but it is the popular color of the town, that sends them away feeling that they have been to the theatre.

Payne and Foster have a remarkable potpourri of acts with which audience response. Working in evening clothes, the men and women go through their routine with a noticeable smoothness. Audience like their very much. A dandy Adonis, the best.

Josephine Ruston sings some numbers which are well applauded, and they sports a fault-free public address system. Nevertheless she put herself over, and her audience, the men, were all made a decided impression.

The Crystal Ball Room and saloon is a unicycle, does his juggling act with an inside he is also playing. He has one-wheel control as he expertly juggles the Indian clubs, plates, dice, for his inside. He does his routine without a lot of footwork, so that he rides some 10 feet above the stage while continuing his juggling. Definitely an audience pleaser.

Beatrice Lowell is new to Washington, having done main dance work for the past two years. She is a very good impressionist, and well known to all of us.

Stephenson is a unknown name, but he is easy to like and has the hands of the audience. He has a peculiar style of delivery and a good voice. The band is with the orchestra and vocalists.

Empire, Liverpool, Eng.

(Week of September 27)

House is one of the most important of Miss Empire's theaters and runs her custom, and the headliner on the bill is Edward Harris. The pair was better, and has a nice personality.

Conner and Drake, male cross-talk comedians, working in one, are, for the most part, made a decided impression.

Masters and Rollins, American girl and boy, are in this show as a joke and funny with grinnings and postures that are easy to like. They have a swell accent dance, and make the entire audience. Harris has a peculiar style of delivery and a good voice. The band is with the orchestra and vocalists.

Stainless Steel is a unknown name, but he is easy to like and has the hands of the audience. He has a peculiar style of delivery and a good voice. The band is with the orchestra and vocalists.

Standy, Eddie and Mae, American, are in the same way. Their act is a bit of a guess, and the people in the audience are easy to like.

Cali, Monroe and Powell rate well above the rest. The dance, which is the best of the lot, show points and skill, together with showmanship, in their diversified stepping.

Coming on to a reception, Harry Richman makes the character of Jean Crawford ordering a Coca-Cola, Simone Simon and Beatrice Little chatting and Sylvia Sidney making plans. Besh and Lee, comedy pair from Jack Oakie's radio program, are back here, and true routines of chatter, dancing and acting is a first-rate entertainment of the type. Audience enjoys the act to the last performance. Interest in the pantomime due to it being a too useful and purposeful: Act could stand further development.

Saul Grauman and his four girls have a decided novelty worth watching. Girls are pretty and are competent dancers. A pair of girls do a top number, and the showing is great for a solo acrobatic which has unique style. Show is another thing. Two girls costumed as Jesters hop a step routine to music in the middle of the large theater and they are seen on steps, which are hung from the ceiling, to musical ball. The Boys of St. Mary and Sweet Sue are in this show to complete audience satisfaction.


does Its Origional "Swing Band" 

Now Playing STATE-LAKE THEATER Chicago

Ex. Mgmt. WM. MORRIS AGENCY
Rainbow Room, New York
Johnny's joy and made its fall debut. Wednesday night, reverting to a format of an earlier period, the show dance and music by two well bands, Al Donahue and Eddie LeBaron. Bright ideas from the show, the acid-spraying Sheila Barrett. And in the show, Miss Barrett has let them have it. She is a wildly succeed into the audience, mainly dizzy dances and sundry personality, must be taken seriously.

The girl is lovely and her partner handles her smoothly, the team impressing with their effortless style and interesting routines. Miss Barrett is offering a monolog, didn't do so well, emphasizing such songs as "I Wouldn't Have Lived Another Day." His personality, his pins and observations brought scattered laughs, but not extended applause.

Dorrel Alexander, comedy vocalist for the Rhythm Band, does his usual Ninities number with Donahue and the band, a number which includes phrasing ditties pleasantly from the band stand. Donahue sings, too, and leads his fine band thru routines of the drummerly dances. He's an old favorite here, and his bill is one of fall favorites.

LeBaron is still bouncing on the show and leading his swing-ragtime band of crack dancers and flaming girls and a few intermaxions at the electric Wurlitzer. On a well-made revolvong floor. She is a slick pianist, doing request from ringmasters as she goes along. Business is still heavy here, the spot being definitely remodeled now as one of the most popular render for the society crowd.

Rainbow Grill, New York
The adjoining room to the Rainbow Room, the Grill is also doing solid business, a combination of moderate entertainment, fine service and moderate-priced food doing the trick.

Buddy Rogers' Band is settling down to a fine new routine. Buddy himself, says, "To the opening of Mario Vall Art's Chicagoablative," there was a great variety of songs here, an air of freshness and an air of a very well. A small floor bill is on the go, a night and a night which has the following bands and personalities:" etc. Miss Ryan, a sunlight, redhead, has made a great number of hits, and can play well. Her new cornet business is still heavy here, the spot being definitely remodeled now as one of the most popular render for the society crowd.

Bert Nagle
and Hila
SAILING OCT 23. SS. CHAMPAIGN,
Opening Metropolitans, Ss. CHAMPAIGN,
England, November 15.

Saved at the last minute.

The BALABANOW ACCORDION Ensemble
Now playing MAYFAIR CASINO,
Cleveland, Ohio

October 16, 1937

Yacht Club, New York
Opening of the new site of this boat was an auspicious as a packed throng of well-wishers and bravos and as .hertime an array of talent as was ever brought together under a night club roof could make it.

The spot, still on 52nd street but nearer Seventh Avenue, is more spacious than the old place, with a seating capacity of 1,000, colorfully lighted and tastefully decorated with a charming mural. The art work was done by Kuhn.

It looked like old home week with many Younger shows, Betty Boop, Jimmy Durante and hese as bring to the Yiddish pocket money into the box office with a Yiddish dance band.

Leavengi's Flamingo Room, Boston
Buck Bay's only major attraction is a big production of rhythm and Big Productions, where George Leavengi and his Orch. work is exceptionally well.

Leavengi's man had a fine band with genuine tap-solo business and Buck Bay's only attraction is a big production of rhythm and Big Productions, where George Leavengi and his Orch. work is exceptionally well.
Broadway Hofbrau, N. Y.

This popular Bavarian night club, right on Broadway in Times Square, has just received its first real winter coat and is now better adapted to the cold. The new coat consists of a beautiful Bavarian atmosphere, including a real Munich beer garden, and a fine selection of international food. This new coat is sure to please the many patrons who come here each evening to enjoy the lively atmosphere and delicious food. The new coat is warm and comfortable, and will be a great addition to the Hofbrau's already popular menu. 

The Hofbrau is a popular spot for enjoying a great meal and a lively atmosphere. Whether you are a regular patron or a first-time visitor, you are sure to enjoy the Hofbrau's warm and cozy atmosphere. Make sure to check out the Hofbrau's new winter coat and see for yourself why it is one of the most popular nightclubs on Broadway! 

Alpine Village, Cleveland

Eberich Fronczak, after an alleged loss of $70,000 at the Great Lakes Exposition, has reopened his 13th annual Alpine Village in front of the Theatre. Martha Reynolds, who was injured while smoking a cigarette and for the star. 

The new Alpine Village is open daily and is filled with music and dancing. The audience is entertained by a variety of performers, including a dance troupe and a band. The music is provided by a live orchestra, and the air is filled with the sound of foot-stomping rhythms. The Alpine Village is a must-see for anyone who loves live music and dancing. 

Club Paramount, Chicago

Renowned spot of the speakeasy era has had another reopening, this time thru the efforts of Mr. and Mrs. J. T. Davis. The most typical Greenwich Village setup around, from the rustic murals repeating between nanovacues and the flies in the flesh parading on the small floor, the three-room setup (one on a third floor and the customer must press a button) with a couple of staged staircases to reach it.

Strictly for the arty neighborhood, the opening floor is here and it will have quite a job on the cards, especially out of the fence. But the B'nai B'rith has already given the show a roadshow, and there is nothing to it except for the opening.
America's Leading Radio Theatre and Dance ORCHESTRAS

Music of Yesterday and Today Played In the Beautiful Way

Blue Barron
AND HIS ORCHESTRA
SOUTHERN TAVERN, Cleveland, O.
WKAR-NBC Network.
EXCEPT VARIETY RECORDING STARS
CR

Jerry Blaine
AND HIS ORCHESTRA
STRASBURG ORCHESTRA
WFAA-NBC Network Tues., 12:15 A.M., Sat., 11:30 A.M.
Henderson, Va.

Baltimore Boys
AND THEIR ORCHESTRA,
Commodore Perry Hotel, Toledo, O.
CR

Jack Denny
AND HIS ORCHESTRA
CORNELL SHARP CONTACT
NEW PENN ORCH., Pittsburgh, Pa.
EXCEPT MASTER RECORDING ARTISTS
CR

Hudson & Delange
"Ambassadors of Musical Youth"
EXCEPT MASTER RECORDING ARTISTS
CR

Ina Ray Hutton
AND HER MELROSES
"The Fans Beware! With The Melroges"
EXCEPT VARIETY RECORDING ARTISTS
CR

King's Jesters
"The Biggest Little Band In America!"
AND THEIR ORCHESTRA
Hotel La Salle, Chicago.
NBC NETWORK很喜欢
CR

Barney Rapp
AND HIS NEW ENGLANDERS
featuring RUBY WRIGHT
New Playing
BEVERLY HILLS COUNTRY CLUB, Newport, R.
CR

Jan Savitt
AND HIS "TOP BATTERERS"
KYW, PHILADELPHIA, AND NBC NETWORK
EXCEPT VARIETY RECORDING ARTISTS
CR

"America's Most Versatile Instrumentalist"
Jack Sherr
AND HIS ORCHESTRA
Just Completed 7 Months
ST. MORITZ HOTEL, N. Y.
CR

CHAUTNEY CROMWELL and Comdenmores opened at the Brown Hotel, Louisville, Ky., October 8, replacing the Four Giants of Rhythm, who go to the Claridge Hotel, New York, N. Y.

CONSOLIDATED RADIO ARTISTS is adding more and more cocktail units to its roster. Maybe you know something.

LUCY MILLINDER has switched from Mills Artists, Inc., to the personnel management of Associated Radio Artists.

COLUMBIA ARMSTRAND, before starting an engagement at Coral Cabaret Bal- room, Chicago, Ill., November, 1937, will embark upon a series of one-week stands thru Illinois, Iowa and Missouri.

GEORGE HESSBERGER and his Bavarian Orchestra obtained a 53-week contract at the Lincoln Turner Hall, Chicago, starting October 15, thru CRA.

HAROLD STERN will go into the New Post, Pittsburgh, November 5.

JOE RATNER'S Orchestra is the first band attraction at Ray Colvin's Aragon Ballroom, Boston. Assignment by CRA closes October 11.

TREASURER SCHULG, during the week of October 25, will play ballroom dates thru New England and New York.

HENDON, gypsy violinist, has been booked for a cocktail legenging engagement at the Hotel Buckingham, New York.

CHESTER LAMORE will be at the El Rancho Room, Chicago, starting October 17.

JACQUES RENARD, musical director of the Eddie Cantor radio show, set for a two-week stand at Colonna's Ballroom, Los Angeles.

ELIAS ROY McPall and orchestra, who played for nine sessions at the Edmont, Dallas, and later for several months, are now filling continuous engagements at the Silver Cloud, Chicago, night club.

HUGO DEPAUW takes his band into the Rainy Club, Chicago, October 30, succeeding Ted Cook's outfit.

DEPACOLOO's looking at the Show Boat, St. Louis, starting October 15, will be...

LEW DIAMOND has obtained the fall and winter season dates at the Covenant Theatre, Chicago.

HELEN BAKER, guitarist, formerly with Count Berndt-Viel, replaces Lucille Hopper in Jean Weld's all-girl band on a 20-week basis at the City Club, New York.

WILL McCUNNOR AND ORCHESTRA, featuring Hal Atkinson and Vincent Laddie, have the "91st" Room of the Hotel Benzner, Brooklyn, October 15.

BIRKS JR. has just closed a long-term contract with Frederick Bros. Music Company, Kansas City, Mo., as his first booking the Sunset Inn, San Francisco, Calif., all for six weeks, and for about a specialty built trailer, which has been especially designed.

"The 10-Inch Band", which has opened for the season at the Films Athletic Club, Denver, Colo., has been augmented by a swing trio composed of Leo Cappell, trumpeter, and Roy Slatton, one of the World's most famous banjoist, adds Bill Strong. Arrangements include Hal Wasson, vibraphone-sax.

MICHAEL BONELLI and his Bermudians have had their contract as the TRIMONTI-HARRINGTON-Canada, renewed for another eight months.

LINDSAY will open at the Clinton Hotel, Albany, N. Y., October 14, featuring Maxine Howe and Viole and Nnarelo. MCA booking. MCA booking.

"WOODY JAMES" five-man band is booked over the National Radio Network, with an original summer engagement as a result of good business.

SID DICKERSON's Kentucky Colonels at the "Wrigley's" on Wrigley & Du Sable Beek, trumpet player, will shoulder responsibility for the new type of manifestos.

DENNY NUE, Tommy Ferguson and Mickey Arden, sax men, have switched from Weidman's Band to the Joe McCarthy's, which is now in Chicago.

ERIC RENWALD, with his outfit, opened The Place, Hinsdale, Il., last week.

HARRISON closes the first band leader booked thru the CRA. Assignment by CRA begins September 1, Buffalo, N. Y., thru November 14.

WILLIAM E. Pickett and his 19-piece orchestra, who during the summer played Forest Park Highlands, St. Louis, are now playing the Stampede in that city for the next five weeks.

Mel Bookbinder is Showboat manager. Jerry Dandridge is voicing Fox's orch.

The SUN BUCKERS' CLYDE MCCOY and his orchestra were the feature attraction at the Arcadia Ballroom, St. Louis, October 1, when they packed the hall at 65 cents per person.

Palm Beach and orchestra opened a two-year engagement at the Hotel Baker, Chicago, Ill., Saturday and following a week's rest will begin another engagement at the Copacabana, New York.

His band has 18 men and a girl vocalist.

EDDIE RALEIGH and orchestra are now under the management of Jimmy Young Attractions.

DICKY FUNK and his Rhythms, on an indefinite engagement at Hotel Abraham Lincoln, Springfield, Ill., are nightly over Station WGBF.

EDDIE WARD and band, who close a five-week engagement at the Rainbow Ballroom, Denver, October 15, will begin a six-week engagement at the Hotel St. Paul, St. Paul, October 20.

Boots McKenna for Chicago

CHICAGO, Oct. 9.—Boots McKenna, New York producer, is coming in this week to take charge of his first show in this area. He has been engaged by MCA to handle the Swing Fever review, which will close this season at the University of Chicago at the end of its engagement. McKenna's engagements will be at Hotel Baker in Chicago and will close a five-week engagement at the Rainbow Ballroom, Denver, October 15, which is the manager's return engagement at the Hotel St. Paul, St. Paul, October 20.

Australian Bookers Here

CHICAGO, Oct. 9.—George E. Dickens, the famous Australia manager, has arrived from Australia, in this country in search for suitable engagements for his Australian artists, who are on tour in this country. Dickens expects to make a round of business visits here October 12 to sign several artists thru the local Billy Diamond Agency offices, and then go on a similar mission. Dickens reports that Australian shows are doing well.

Film Players in Accident

FREDERICKSBURG, Oct. 9.—Lila Lee, film actress; Princess Luana, Jacky Coogan and members of his family were involved in an accident tonight when their car in which they rode overturned on a curve near here.

Cleveland Club Opens

CLEVELAND, Oct. 9.—First Saturday night supper club to open for the season is Charlie Strong's Stalker Tavern. Stan Wood's Orchestra provides dance music. Great David massive de's for spot.

An Echo Act

CLEVELAND, Oct. 9.—Mendoza's Voice Room boasts an echo act all its own, "Home of the Echo," otherwise known as "Chump's Echo," which is a name for the echoes in the room, which is a feature of Mendoza's.

LOUIE DIAMOND, host of the Voice Room, here, has added two new attractions, Mr. and Mrs. champagne. The first is known as "Home of the Echo," and the other as "Chump's Echo." The latter is known as "Home of the Echo," and is a feature of Mendoza's.

Special Facilitites for Echo Art

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Reviews of Acts

Don and Shirley
Reviewed at the Oriental Theater, Chicago.
Style—Beg doll and approach dancing. Setting—in one. Time—Eight minutes.
A mixed team of "Broadway Hillbillies," billing apparently stemming from their modern dress. Typical hillbilly songs delivered in the usual manner. Some of their tunes, however, make room for more modern songs do as present. Their dance, in particular makes way for increased applause, and either one of them while waiting for the pianist to practice their part. Here they opened with a selection of old mountain songs and stayed on for "Cowboy Love You Too True and Hand Me Down My Walking Cane." Are youthful and make a neat appearance.

Stanley Brothers
Reviewed at the Oriental Theater, Chicago.
Style—Acro dancing. Setting—in one. Time—Nine minutes.
A pair of loose-footed mules, walking with the gait of a great dail and in a true country blair. Wallace is a nimble leaping rabbit, warblewing and posing are applaudable. Pantomime, wardrobe nifty.

Frank Wallace and Trixie LaMae
Reviewed at Brigham's Palm Room, Boston.
Style—Bag doll and approach dancing. Setting—in one. Time—Ten minutes.
Frank Wallace, Miss Wallace's husband, and Trixie LaMae (Earl Carroll and Ned Wayburn, gal), a team for 10 years, give two offers that rate both ability and vocal perfection.

Lori Collins
Reviewed at the State-Lake Theater, Chicago.
Style—Saying and dancing. Setting—in one. Time—Eight minutes.
A charming, well-dressed woman, nimbly and gracefully executed the act. She starts off with Miss LaMae grasping Wallace's hair, a la tiptoe, which brings the laughs. She says, "Can you walk off on his head?"

Doris James
Reviewed at the State-Lake Theater, Chicago.
Style—Bag doll and approach dancing. Setting—in one. Time—Nine minutes.
A black, blonde with a repertoire of songs varying widely in style. She can use better arrangements, more suitable to her vocal ability. Her singing is consistent, consisting of a medley of tunes, for example, with "Afraid To Dream" and "Cuban Pete." The act is very well varied and has an eye for entertainment.

Dancing Vouge of 1938
Reviewed at the Folly Theater, Brooklyn.
Style—Dance flash, setting in full stage. Time—Thirteen minutes.
Five people dressed in black and white with black hair, each wearing a different costume. The act is a medley of songs ranging from fast to slow, with a great emphasis on tap dancing.

Brown and Rice
Reviewed at the Folly Theater, Brooklyn.
Style—Bag doll and approach dancing. Setting—in one. Time—Seven minutes.
Two men, dressed in white, dancing with hands in the air, followed by a high energy band.

Eileen Barton
Reviewed at the Palace Theater, Chicago.
Style—Bag doll and approach dancing. Setting—in one. Time—Six minutes.
A woman dressed simply with a black dress and white blouse, her hair in a bun. She sings a song with a band.

Diaz, Don, Dolores and Demis
Reviewed at the Palace Theater, Chicago.
Style—Bag doll and approach dancing. Setting—in one. Time—Five minutes.
Three men and two girls, dressed in bright colors, singing and dancing. They are all very energetic and the audience is engaged.

Tax Lewis and His Cowboys
Reviewed at the Folly Theater, Brooklyn.
Style—Incorporate and dancing. Setting—in two. Time—Nine minutes.
Colorful and talented outfit, four string instruments and one accordion.
BLUE LAWS TO STAY

Bumps and Bits Tamed To Suit Censor; N. Y. Election No Factor

Lid stays, whether it's Tammany or Fushion, in N. Y.—co-operation of theaters suits censor—females, comics chided for overkill—undercover spotters used

NEW YORK, Oct. 9.—Burlesque censorship will continue," said J. F. X. Masterson, chairman of the committee supervising burlesque productions, "no matter what the N. Y. election results. This is in direct answer to various rumors recently current that the election would mean an easy in censorship. Some body operators had figured that should the Fusion party be re-elected, it would let down the barriers. Others predicted that a Tammany landslide would mean a wide-open town." Masterson's statement to The Billboard mixes both these hopes, while Masterson made it clear that any real strength his committee possessed would be based on co-operation from the city fathers, no matter what their political faith, he stressed that the committee had no idea of quitting after the final ballot count. The censorship setup, according to the attorney heading the committee, will continue indefinitely. "Manager and theatre operators are co-operating with the committee," Masterson declared. In addition to committee members, a group of business men and women is also editing current productions. This is done to prevent any quick-changing jokes in house on the chance that they may be against the known committee men making the rounds. No censors are included in this group of spotters. While occasional and isolated cases of "rolling from grace" have been reported, (See BLUE LAWS on opposite page)

Oxford Sentence Deferred; A. D. Fees Gaal and Mgr.

NEW YORK, Oct. 9.—Sentence of the Union Amusement Company, Oxford Theater, Brooklyn, operator, was temporarily deferred Thursday in Kings County Court. The indictment against Fredo Laa and the house manager, ticket taker were dismissed. Assistant District Attorney Francis A. Lahey requested that the charges be dropped. Judge Algeine I. Nova deferred the sentence for Arista won meantime April 29, when the D. A.'s office raised three houses. Unity Corporation is liable for a fine up to $600.

Milwaukee Case Deferred

MILWAUKEE, Oct. 9.—A court decision as to whether an action two policemen saw October 4 at the Empire Theater was immoral was deferred by District Judge George Page on motion of the defense. Finding charges were Jacqueline Roberts, Frances Lee, three 19-year-old performers, and William Decker, assistant manager of the house.

Thanks to Mr. Max Wilner for Offers for Return Engagements.

Personal Direction: JOE RIEDER
Room 202, Palace Theater Bldg.
New York City

ENTIRELY ORIGINAL MATERIAL ASSEMBLED PURELY FOR REAL BELLY LAUGHS

U-Notes

By UNO

PATSY JOHNSON, Lou Black, Tagnin, and Barbara Brent recent placements by Donna Davis at the Red Ram Inn, Mountain Top, Pa.

LOUIS CLAYTON, last season a busy principal, is now a specialty worker at the Oliver Twist Club, Greenwich Village, New York, where he is also master, Pat Calahan, is in the front line of the fiddles chorus, New York.

DOANNE LEED is one of the featured performers of the Ziegfeld Follies of 1937. Don't miss his tap and Russian dance routines, in the Copas's Parades unit.

BOZO SYMONS show folded in Cleve-

land, Mont., other pages, and Joe Forte, straight, returning to the Coast, where he will be with Jimmy Rooney, in pictures. Lizette Lamont and Countess Varya Carinova engaged by Dave King for the Broadway, Toronto.

U-Notes (page 32)

JEAN HAZLETT

Featuring

AROSATO AND THE TOP ROUTE ENSEMBLE

Pleasure Kid — Miss Croll.

Something Different

VAL WILLIAMS

Lighting Night

CHURCH GIRLS, Ready work. Send photos to IRIS FRANCES

WANTED AT ONCE

Street Hotel, 78 Grant St.
Boston, Mass.

FOLLY NIGHT CLUB SONGS

Now Book Written "SING A SONG" contains the

(40 RED ROY "FOLLY SONGS") All new

Song material—five before published, and

only available in this book. Ask your music

dealer today. "SING A SONG"" by LAUGHLIN &

HALTIO PUB. CO., 1674 Broadway, New York.

Back To Our Former Wonderfully Successful Stamping Ground

HARRY "Hickey" LEYAN and BOLLES LETTIE

WITH THE PAGEANT OF FOLLY FIRST CIRCUIT

THANKS TO MR. IZZY HIRST AND MR. GEORGE JAFFE

Direction: PHIL ROSENBERG

Reviews

People's New York

(Reviewed Monday Evening, October 4)

Musical landmark has been revamped and dressed up. It operates as a grand house with a 25 and 30 show. A simple stage. Spot lights not only from the Bowery "hotels," but the neighborhood on East Side as well. About one-quarter of the ground floor was filled with late show, but Hoosier J. A. Micco reports that grosses have been improving.

Jack Montgomery produces here and he puts out a rather colorful job considering the layout. Eight kids are used in the line and two show girls play drums up stage. It's a fair lot and lively than some of the uptown spectacles. Principal featuring numbers include Harriet Bode, Harry Bichlenga, Bob Rogers, Harry Landers and Phil. M. Furey. Male chorus numbers, Delores Weeks, Loye Afrid, Evelyn Gray and Miss Weeks cast clear and pleasing comedy and snappy and in

(See REVIEWS on page 34)
**MOTION PICTURES**

Communications to 1564 Broadway, New York City

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**“Sea Racketeers”**

(REPUBLIC)

Time, 64 minutes. Release date, August 14th. Directed by Donald Clark and Roy Barcroft. Produced by Square Dance.

Helen Heter, Yutzy, and the Heter Boys.

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**“Annapolis Salute”**


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**“It Happened in Hollywood”**

(COLUMBIA)


Helen Heter, Yutzy, and the Heter Boys.

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**“Back in Circulation”**

(First National)


Helen Heter, Yutzy, and the Heter Boys.

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**APOLLO COMES**

(Continued from opposite page)

Further, the curtain would be set.

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**BLUE LAWS**

(Continued from opposite page)

The newspapers are not to be enjoyed.

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**“This Way, Please”**

(PARAMOUNT)

Time, 72 minutes. Release date, October 1st. Directed by Michael McCroy. Produced by Square Dance.

Helen Heter, Yutzy, and the Heter Boys.

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OUT-OF-TOWN OPENINGS

"This Side of Twenty"
by Lott, Tate

A three-act comedy presented by The London Times throughout the week ends of June, 1897, at the Whitehead Theatre, London. Directed by John B. Davis, set design by Edward C. Oliver, costumes by W. S. Gilbert, and produced by Henry IV., Sr.

This Side of Twenty is a amusing and intimate play which follows the lives of a group of youthful playgoers who are right at the age they so often deplore. The main characters are the parents of growing youth in its late teens and early twenties.

Everything is going swell until Allie, a little girl, is left unattended for a short time, and the other children decide to go out and play. This little plotline is a humorous one, particularly if you have been watching a similar show or have been in a similar situation in your own life.

London Hot for Cutrates

LONDON, Dec. 2.—"The tickets for the play are running high in London some three years ago, is expanding, and there are over 200,000 annual subscribers on their subscription lists. The theaters are operated or controlled by the "two for one" policy, which is present throughout the city.

The main attraction of the play that has come to Broadway so far this season—and there's no use going into them one by one. The general feeling is that the theater is going to have a splendid time.

This, it is said to be noted, has not been seen in the theater Guild's history. In fact, it is said to be the first time in the Guild's history.

The tickets for the play have been sold out for some time, and the audience has been completely satisfied with the production. The financial aspect of the play has been excellent, the box office receipts have been very good, and the general feeling is that the theater is going to have a splendid time.
LEGGITATE

October 16, 1937

The Billboard

25

WILLIAM LIEBLING

Is Pleased To Announce That He Now Has Under
Personal Management

DOROTHY STONE

and

CHARLES COLLOPS

For Legitimate Productions

in America

* * *

NOW APPEARING

LOEWS

CAPITOL

THEATER

WASHINGTON,
D. C.

* * *

AMBUSADOR

Beginning Thursday Evening, October 7, 1937

THE PLOUGH AND THE

THREE

(Repertory Revival)

A tragedy by Sean O'Casey, Directed by Elmer Davis, Presented by the Abbey Theater, in association with the Munich Studio.

Commandant Jack Clitheroe—F. J. McCormick

Mary Clitheroe—Dolores Costello

The Young Convoy—Peter Flyn

Furda Crow—M. J. Donle

Beverly Burren—Enid Newall

Fred Doolin—Maurice Garson

Capt. Iggul—James E. Cagney

Loulse, the Irish Volunteer—Adela O'Connor

Chez Liebl—Irish National Singers

Res. Headland—F. J. McCormick

Barry Fitzgerald had almost made his own in previous Abbey tours and in the recent film version, M. J. Donle and May Craig fail to act with gusto and verve. Where O'Casey has been weakest, he has left much unexplained, in the relations between Jack Clitheroe and Mrs. Clitheroe, the parts have been handily played by F. J. McCormick and May Craig.

Much of the play is wasted. The portrait of the windbag Mr. Furda Crow is always quoting from high-sounding economic pamphlets is to us already a good and worthy. Barry Fitzgerald, complex and powerful, contrives to make the Irish theatre's full. It is not even a full-time theatre, its productions are too often disappointing, and the Irish theatre is not full when it is full. The Abbey is full of the young people who are not only enthusiastic but also knowledgeable. Unfortunately, this year the Abbey has failed to attract their enthusiastic and understanding friends. The Abbey has given the public a chance to see some of the classics of their repertoire and of the Irish Renaissance, and if their treatments are not always up to the level of the Dublin productions, it is at least due to the deficiencies of O'Casey's play as it is done in the Abbey's production of it. There are far too many parts of the Abbey's production of it. Where they should be most fruitful—in the Irish theatre in general—lie in the hands of P. J. Carroll (who is intrusted with the lively role of the Irish General)

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1865 BY FRANKLIN H. SARGENT

The foremost Institution for Dramatic and Experiential Training in the United States. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FALL TERM BEGINS OCTOBER 25

FOR CATALOG REQUEST ADDRESS SECRETARY, ROOM 14, CARNegie Hall, New York.
WE TAKETH back everything derogatory we have ever said about night clubs after getting an ope the other night at the new show at the Paradise. . . . Nicky Blair's got something that he can be proud of, though. This show has speed, zip, beauty, talent, youth, originality and a high standard of cleanliness. . . . And one more thing, if there has been at any time in recent years a more breath-taking collection of gals in the pout and showbiz lines of a Broadway nightclub we must have been under other. . . . Yes, Nicky can be proud of this show, and if we know anything about what the public wants this one will be running along gayly long after some other gents on the street—. . .

If it makes us feel pretty good to note that the various exhibitor organizations are trying to do something at last about eliminating give-aways . . . we hope that goes for chance games, too. . . . It is really about time the bulk of the country's theaters returned to the show business. . . . It is about time also that exhibitors began to realize that the public is growing tired of the generous doses of diluted entertainment in cafes, that the public will get its flash entertainment in cafés if it doesn't get it in theaters. . . . Maybe it is because we are already aware that our organizations and have paved the way by working towards the goal of eliminating the various practices and bargain feature policies that are holding up the works. . . . We hope, we hope.

WE USED to have a lot of respect for Mayor La Guardia of New York . . . but we still have, but not as much as before. . . . This is not political propaganda, because we're going to vote for Fiorello anyway. . . . But what we started to say was that the mayor has lost caste with us because as far as burlesque is concerned he is the most of a modern moralist, put a lot of these people out of work, knocked hell out of an A. T. of Z, union by taking a life preserver in the form of membership from it and throwing it to another. . . . If as a result of what the mayor has done conditions were better morally in burlesque today we would be quite willing to admit that Gotham's doxy mayor did it all for good old Mr. and Mrs. Johnn Public's boy Sunni and their daughter Sue. . . . But burlesque, now paralleling the sobriquet of Follies, is just about the same as it was. . . . The mayor's committee of regulation has meant a thing except for getting some publicity from time to time. . . . The same things are going on. . . . Maybe a trifling change here and there in the technical aspect of the high art of stripping. . . . Otherwise it's the same old burlesque that had the churchmen on Commissioner Moss' neck. . . .

And we go so far as to state that the scenes are more disgusting now and degenerate. . . . Many of the burly corbies who lost their jobs when Commissioner Moss closed the theaters are back on the grease paint diet. . . . Everything is practically the same except that the operators now take away their marques and substitutes "Follies," and Tom Phillips had his prestige and everything that came with it shot from under him. . . . Looks like it is kind of late for Mr. Mayor to do much rectifying now.

NOW that many of the performing mainstays of vaudeville's heyday are buying way-ticket orders to the Coast and accumulating there a mess of talent big enough to choke even a circus work horse, it seems logical that a circuit that we know is being planned by Hollywood's film barons will be located there, that the spots in the half hub of the circuit will shoot out from the film capital instead of from New York. . . . Every- thing that is practically the same except that the operators now take away their marques and substitute "Follies," and Tom Phillips had his prestige and everything that came with it shot from under him. . . . Looks like it is kind of late for Mr. Mayor to do much rectifying now.

THUS a mug moseyed away from the comparative quiet of Randolph street for a few hours to hunt the burly-burly madhouse called Broadway and that this week is one of the busiest it has ever been. A man, who used to write an interesting column for The Billboard from Chi, is doing a similar column for a public relations concern and has branched out into the song-writing game with some success. . . . Hazel Flynn, former amusement writer on The Chicago American, holds a responsible publicity job in Radio City and it's more difficult to see her than the President. . . . Ray O'Connell, formerly with Orpheum and RKO in the Twin Cities, and now operating a theater in Lancaster, Pa., has been in Broadway for a week or two. . . . Bob Bress, well known in Chi nieces, is doing a bang-up job at the International Casino and will soon be heard on a radio commercial. . . . Bob Burke, former manager of the Aragon Ballroom in Chicago, has made good in a big way with Consolidated Radio Art Enterprises, he hasn't "gone New York." . . . Frank now resides in a small Long Island town, where he can enjoy all the advantages of his old home town and still be convenient to Broadway. . . . Lloyd Lewis, directing editor of The Chill, has been in a grand time reporting the world series . . . Dick Cook, who used to be on The Chicago Daily News, now working for Sear and Sear, has just joined the staff of the Chicago Daily News, and is having a grand time reporting the world series . . . Dick Cook, who used to be on The Chicago Daily News, now working for Sear and Sear, has just joined the staff of the Chicago Daily News, and is having a grand time reporting the world series . . . Dick Cook, who used to be on The Chicago Daily News, now working for Sear and Sear, has just joined the staff of the Chicago Daily News, and is having a grand time reporting the world series . . . Dick Cook, who used to be on The Chicago Daily News, now working for Sear and Sear, has just joined the staff of the Chicago Daily News, and is having a grand time reporting the world series . . .
Ed Mylre in Barn; Season Is Average

(Grand Meadow, Minn., Oct. 9—Mylre’s Novelty Barn, housed under the management of Edward Mylre, has gone into winter quarters after a successful season west of Mankato, having used the Sid Kinzgel Car in North Missouri. Mynor Reiser is a recent arrival here and is sharing the lot with Roll Schneider in Missour. Mr. and Mrs. Moeer, formerly with the Well Skelton clock, have joined the Princess Stock Company in Missouri.

Buddy and Lois Laevelly recently joined the Kennedy sisters’ Stock in Missouri.

Mrs. Roper, who opened recently on their Wisconsin circle, includes Mrs. L. J. Crabo, Mr. Brolin, Clarks Peagul, Mr. and Mrs. Roper, and Mrs. Williams, Hemen Craln, Jack Brown and Mrs. Elrose.

Golden Rod Showboat, which closed a recent engagement at Allen, Ill., last week, is reported to have opened at St. Louis for an indefinite run.

“Bird Dog” Lewallen, after playing Fl., Texas, a spell, is reported to have been on the skids in St. Louis, Mo. The Lewallen affair is currently playing the entertainment committee on Billings, has been engaged by the company and is now able to fulfill her duties; Mabel Wilson has overcome her home sickness for Miami and from all indications is ready in love for the season.

Dobbs and Elko Dobbs have collaborated on a new tune, which they have titled “Street Car,” and which they have already sold to Bob Bradfield for his winter album. The Dobbs are on vacation and Marion is finding it difficult to make the bus on time each evening.

Wunder if Mack Ferguson, Don Williams, Fred Tinsley, and Andrew Johnson, Tenn. Wayne Bartlett.

Hollywood Tent Show Finds New Mexico Good

(Connecticut, N. M., Oct. 9—Twenty-four week of the season finds the Hollywood Tent show, an all-talkie unit, playing Eastern New Mexico having to meet the expectations of managers, and keeping to their regular routines. Three of the show are under the management of E. C. Krafft, who has been in the business for a number of years, and is a well known showman of the territory.

The show has played seven States so far this season, all to good reviews. One of the most important cities under the management of E. C. Krafft is Southern California, where the company has had a lot of success in recent months.

The company is now playing in Arizona, and will be in New Mexico in a few days. The company is expected to play in the state for a number of weeks, and will then move on to other states.

Attention! Managers, Players

All managers and performers are invited to come to a local hotel tonight and attend the managers’ meeting. The meeting is to be held at the hotel at 8:00 o’clock, and all interested parties are requested to attend.

The meeting is to be held at the hotel at 8:00 o’clock, and all interested parties are requested to attend. At the meeting, the managers will discuss the future plans of the company, and will make arrangements for the coming season.

Manager McLaughlin plans to remain out on the company’s usual average, Mylre’s reports, with no real red ones and no blackouts.

The show played all week ends under a good by 120 spots on the Gulf Coast, and closed the season on the parade topped, purchased this new season. Outfit moved on four trucks, two trailers and two cars.

Billroy Briefs

Little Rock, Ark., Oct. 9—A forty day stay in Russellville, Ark., gave every man a much-needed rest. We lived there and commuted to the other towns on the route. The scenery was lovely and the weather lovely. In getting a nice apartment and really in good condition.

Art Farley, Bollie Bartlett, Billy Wofford (of course, you always have to invite him as he has a lot of good friends), and Mr. Wofford, Rocco Jack, who wasn’t talking much to anyone, and Mrs. Wofford, who was more of a social worker. The Woffords were taken care of, but their account was a card game, and the landlady, who was quite friendly, had been connected with a store.

Yesterday, with Bollie Sister’s Stock, is in a local hospital with a fractured arm.

Dene and Corrine Ward are recent arrivals, and have been with the company for some time. They have been connected with the show.

Bollie Sister’s Stock, in a local hospital with a fractured arm, is recovering slowly.

Original McOwen Stock Company ran to the house this week in Tennessee City, N.C. A show is planned for the winter, but it is reported that the McOwen sisters will play night spots in the East.

Roberson Players closed the tent season recently at Galesburg, Ill., and were in the process of breaking up for the off season. There is no all-talkie work in the East at the present time.

Sid Snider, who recently closed a long season with the Wallace Bruce Players, will be on the road again in the spring and will appear with the company in Eastern Missouri, with headquarters in the city.

Sid Kinzgel Players opened this week on their North Missouri circuit. Besides the Wilson Brush Players, they also have the Mary Hunt, the Black Rabbit, and the Black Rabbit and Ed King.

Mrs. Curry and Pat Gross are recent arrivals here after closing with Chick Boyer’s No. 2 unit.

Mrs. Johnson, after closing the season with Jack and Maurice Brooks, is now playing with the new Barnett stock company.

Barnett Players are currently on the road, and will later play with the new Barnet stock company.

The show is getting together under auspices for the Amazar stock company.

A new feature of the show is the talkie, and the company is expected to stay in this business for some time.

Business is very good, and the company is making money.

WANTED

Young Leadng Man, good voice, General Business. Address Box 19, The Billboard.

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October 16, 1937

Magic and Magicians

By BILL SACHS (Cincinnati Office)

RUTHERFORD'S MAGIC CIRCUS (Billy Roselli), the Magic Don in the Band Wagon of Mystery, booked for the season, playing class and club benefits three weeks running as their New York Show. It is a two-hour production, Magicians and Music; Live animals and Live magic in a twenty-minute show at Arcade High School, Arcade, N. Y., October 6.

At a recent meeting of the Atlanta Society of Magicians Walter Duker was chosen president for the coming year, succeeding J. Harold Friedman. Al- dine Terry was elected vice-president and A. J. Blevins, secretary-treasurer. Among the Atlanta sorcerers who will attend the convention of Southeastern magicians in Chattanooga are Julian B. Boudin, O. E. R. V. Recordkeeper, J. H. Smith, R. H. Wolcott, A. L. Terry, Harold Friedman and H. R. Hoke.

Evan Brown, who with his daugh- ter-partner, Mary, recently con- cluded a short vaudeville season at the Oasis Club, is now appearing at the Oasis Club, Indianapolis, is now appearing at the Oasis club and has decided to move to a less busy university of Wisconsin and Kansas in Mil- waukee September 27. Brown made his debut in Chicago at the Pagano-Party, official organ of the SAM, and is being held over for a second week. John- nyg Platt of Magic Inc, director of ceremonies, was on the same bill.

Opening In Rockford, Mo., September 24, Loring Campbell last week played at Romance, Ark. This week he will make his debut in Hattiesburg, Miss., and will make tours of Indiana and Louisiana.

Edward the Magician (Clint Edwards), who closed recently with the Lewis Bros. Circus, is now playing at New York, and will continue for the winter. Lewis Bros. is a well-known and well-paid vaudeville act. Edwards is making his debut as a magician in the South, after which he will head east until July. At the conclusion of his performances, he is planning to return to England on the Queen Elizabeth. From New York October 1, he has postponed the return journey until Oc- tober 12. The tour is being made for the benefit of his sick son, who was born in England and is now sick in a hospital in California.

Loring Campbell — The magic equipment stolen from your car in In- dianapolis last week has been recovered by the police. They are waiting for you to identify your magic equipment.

Henry Hayland, paper - tearing magician, and Osea Wells, manipulator, appeared at the same program for the Retail Grocers Association in Philadel- phia Monday night. Hayland refers to Wells as "a clever young chap with lots of audience appeal and some solid good magic."

Ben Badley, St. Louis hypnotist- magician, cracked The Porsa Journal, Frankfort October 2 with a two-column photo, headlined "the key to the secret to success in the world of psychology" and a two-column photo, headlined "wants to write a book for the American Magician on the subject of hypnotism." Badley is a nationally known magician of Mon- rovia, California, and was last seen in Hattiesburg, Miss., where he taught magic techniques to a group of club workers.

COLLINS' Magic Theater is in Al- giers, Algeria.

Ray Mond, current on an indefinite engagement at the Nine-Mile house, Cincinnati, heads the magic desk last Saturday. His first week's presentation featured the floating light bulb, egg manipulations, paper tearing and flower productions.

John Booth has just finished a successful engagement at the Riviera National Restaurant, swank Philadelphia hotel.

Madam Pinyx, Chicago, is issuing a new folder on Pinyx vent and Punch figures.

Maggie Conlee of Maggie Conlee's Magic Show closed her two-week stand at the Jefferson Theatre before a large audience. October 1 and 2, in honor of the Magic Shrine's 90th anniversary. Miss Conlee is a grand success, both from an attendance standpoint and in her own performance. She gave an interesting talk on her experiences in magic on Monday afternoon and also showed several reels of pictures taken during his foreign tour. He was reported to have been pleased with the results. Peoria magicians and her wife attended every performance she gave on her tour. Maggie was presented with a gold-tipped ebony wand by the visiting magicians. More than 200 copies of a secret society of magicians came to the show.

John Mulholland, editor of The Ambrose, official organ of the SAM, has just finished a job and has returned to work on his column. He has also written several magazine articles recently, one for Nation's Business, the other for his own local newspaper. In the latter he gives a good plug to Jack Wynn, magician.

Cecil Ligg, English conjurer, and his wife, working in Canada, have been seen in Cleveland, Ohio, and are expected to return to London on the Queen Elizabeth. From New York October 1, he has postponed the return journey until Oc- tober 12. The tour is being made for the benefit of his sick son, who was born in England and is now sick in a hospital in California.

Doon Noonan, veteran magician, after losing his worldly possessions in the New York Theater Fire last January, has returned in the running of his one-man mystery show, featuring three illusions. He had his new equipment on a half- ton Chevrolet.

Siems and Katz, "mystery music hall" attraction, opened at the Royal Theater, Providence, October 7 for a week's run.

Sinnett, mentalist, writes from Wies- baden in France, saying that he is being held under house arrest by the authorities and is not permitted to leave the city, and now in the hands of the U.S. Government. He is a former member of the American Magic Association and is now a member of the German Magic Association. He was last seen in Los Angeles, California, where he was a member of the Los Angeles Magic Club.

Milbourne Christopher, Balti- more magician, is currently doing magic at the Jefferson Theatre in the Phoenix Room of the Lord Baltimore Hotel, that city. He claims he has been making a fortune in this city the last four years, and that he has been driven off the streets by the police. He is one of the most successful magicians in the world, and is one of the most popular in the world. He is a member of the American Magic Association and is now touring the United States. He is a member of the American Magic Association and is now touring the United States.

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AUGUST, Tex., Oct. 9—After passing the inevitable, but not too much, the Austin Musical Club's annual community show stagings were under way at the Empire Theater. The show was called "Economic Show," and it was the responsibility of the Economic Club for the project's personnel, and the Austin Symphony Orchestra was responsible for the musical part of the show.

The show was a great success, and the audience, which consisted of about 1,500 persons, gave it a enthusiastic reception. The audience was made up of members of the Economic Club, their friends, and the public.

The show was held in the Empire Theater, which is located in the heart of the city. The theater is a large, well-appointed building, and it is the home of the Austin Symphony Orchestra, which performs there regularly.

The show was a great success, and it was a fitting tribute to the members of the Economic Club for their efforts in making it a success.

Endurance Shows

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**Letter List**

**NOTE**—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday or Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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<td>St. Louis</td>
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<tr>
<td>Xerxes, Robert</td>
<td>999 Maple St</td>
<td>Cincinnati</td>
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<tr>
<td>Young, Sarah</td>
<td>123 Elm St</td>
<td>New York</td>
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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
They Never Sleep
Nancy on Cinesound, Circus, of Cincinnati by L. Sobol, AN/S-5, 22nd October, 1937.

**Coming Marriages**


Lillian Spence, former vaudeville dancer and now dancing studio owner in Bridgeport, Conn., and Mr. George E. Smith, of Bridgeport, Conn., on the past summer.

Mary Ann Dowd, of the Gregory Circus, and Billy Carr, of the Daily News, of Minneapolis, on the past summer.

James J. Reardon, of the Gregory Circus, and Mary Ann Dowd, of the Daily News, of Minneapolis, on the past summer.

An eight-pound, five-ounce daughter to Mr. and Mrs. John H. Good, of the Daily News, on page 85.

**Corrections**

Ray Taylor, former magician and Punch artist, writer that he was much surer dry effects while little people used to be up and about in a short while.

**Reviews**

Bette Davis, as the young, gawky, and mean in the bittersweet (See BIRTHS on page 85).

Casino, Pittsburgh (Seconded Thursday, October 7)

The new Jolles Bergers here might be called entertainments, but they depend on how badly the fans cry for flesh. After all, sometimes even the beautiful dance in a circle and call it art.

Bar B-Q Bar for spots where May Murray and Bob Ferguson cultivated the stage with well-timed delivery comes, Jolles was about as lively as the aquarium.

It is the right thing to go to the burlesque, who's making all George James's jokes, is there a pleasure to the bedazzled garb of burlesquers more in past years.

Despite the vaudeville bag and the presence of a dozen clean, well-dressed, a special model, the formula stilt is chorus, sketch, strip, chorus, sketch, specialty, chorus, specialty, chorus, sketch, etc.

The only exception was in the gags to superior flesh pink shorties. The bumping and taking of the stairs up and down.

A good word could be said for the last two, too, with more than the lines of heyday burlesque, but the better they will go, their mugs still are as lively as ever.

And the theatre is improved; the striptease, slip are rare. But the comedy, salvation of vaudeville, is pretty.

One questionable skit in Jolles, in which a series of skits are arranged for permission from Web Miller to be performed. The idea is to have a series of skits, a musical and a dance act as the climax of each skit.

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Grand O. H., Canton, O.

(Reviewed Tuesday, October 5)

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FAIR GRAND-STAND
ATTRACTIONS

(Dates are for current week; no dates are given)

Albany, Reis, Atlantic, N.C.
Camden, Ariz.
Canyon, Texas.
Cary, N.C.
Cheyenne, Wyo.
Chicago, III.
Cleveland, Ohio.
Columbus, Ohio.
Dallas, Tex.
Denver, Colo.
Detroit, Mich.
Erie, Pa.
Fort Wayne, Ind.
Fresno, Calif.
Galveston, Tex.
Garden City, N.Y.
Glenwood, Colo.
Grand Forks, N.D.
Harrisburg, Pa.
Huntington, Ind.
Indianapolis, Ind.
Jewett, Ohio.
Kalamazoo, Mich.
Kansas City, Mo.
Kearney, Neb.
Kentucky, Ky.
Kewanee, Ill.
Kingsville, Tex.
Lafayette, Ind.
Lancaster, Pa.
Los Angeles, Calif.
Lubbock, Tex.
Lynchburg, Va.
Macon, Ga.
Madison, Wis.
Macon, Ga.
Macon, Ga.
Macon, Ga.
Manchester, N.H.
Martha's Vineyard, Mass.
Marysville, Tex.
Moline, Ill.
Montgomery, Ala.
Montreal, Que.
Muskegon, Mich.
Muncie, Ind.
Muncie, Ind.
Nashville, Tenn.
New Orleans, La.
New York, N.Y.
Northville, N.Y.
Omaha, Neb.
Peoria, Ill.
Pittsfield, Mass.
Portland, Ore.
Portland, Me.
Remsen, N.Y.
Rochester, N.Y.
Rockford, Ill.
Rochester, N.Y.
San Antonio, Tex.
San Diego, Calif.
San Francisco, Calif.
Sheffield, Mass.
Sioux City, Ia.
Springfield, Mass.
Springfield, Ill.
St. Petersburg, Fla.
State College, Pa.
Syracuse, N.Y.
Tampa, Fla.
Toledo, Ohio.
Tulsa, Okla.
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Urbana, Ill.
Utica, N.Y.
Vancouver, B.C.
Washington, D.C.
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**R-B SHOW BREAKS RECORD**

**Sets All-Time High in Houston**

18,000 attend performance night of Oct. 4, big day at Ft. Worth

HOUSTON, Oct. 9. - The Ringling-Barnum show broke the record for Houston Monday night. More than 18,000 people were on hand, said the show. This is without exception the greatest circus crowd in history.

A large number of prominent citizens were present, including a number of prominent citizens.

"The show was a big event in the life of the city," said Mayor R. H. Butler, general manager of the show. "We are proud to have it here."

The show was a huge success and will be repeated next season.

**Lewis Season Is Profitable**

Early closing due to bad territory encountered. show covers 7,000 miles

JACKSON, Mich., Oct. 9. - Lewis Bros.' Circus, which closed at Centralia, Ill., Friday, was the last show to leave the city.

The closing was due to bad territory encountered, with no possibility of improving the situation. The circus was sold for a profit of $20,000.

**More Flickers For Tom Mix**

KANSAS CITY, Mo., Oct. 9. - Tom Mix, hero of cowboy Western movies, is tired of the "rip-roaring two-gun" type of film long associated with his career.

Here with his circus for a two-day stand this week are the films of the "Rip-Roaring Two-Gun" type.

The films will be shown in every detail and will bring to life many of the famous characters of frontier days in America.

Mix said he would like to play the role of Buffalo Bill and characteristic of other plateners himself.

**Tom Mix Show Has Excellent Two-Day Engagement in K. C.**

KANSAS CITY, Mo., Oct. 9. - The Tom Mix show was entertaining and Kansas City, having seen only the Ringling-Barnum show this summer, turned out to cheer Mix and his troupe of entertainers.

**New Orleans Mayor Friend of the Circus**

NEW ORLEANS, Oct. 9. - Mayor Robert H. Noyes, said that the Ringling-Barnum Circus was the first to arrive at the city, and that it was a great pleasure to have the circus. Noyes said that the circus was not only a great source of pride to the city, but that it was a great source of pride to the nation.

**Gainesville Ends Season**

Eighth most successful in history of organization -Santa Claus unit

GAINESVILLE, Tex., Oct. 9. - The show was a great success, and the Ringling-Barnum Circus was the most successful two-day engagement at the Wise County Fairground. The circus was in the city for the eighth season, which was the most successful in the history of the organization.

This year the show consisted of 18,000 people, consisting of 18,000 people.

Vern Hall and Dorothy Campbell are the stars of the show. Mix said he was born in 1887. Although the show was in a small town, there was no serious injury.

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With the Circus Fans

By THE RINGMASTER

CIRCUSES

October 16, 1937

The Billboard 39

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CIRCUSES

October 16, 1937
Under the Marquee

By CIRCUS SALLY

BIO BONHOMME advises that Hap Jones, Circus Dixie, of Little Rock, Arkansas and soon enter Louisiana.

JACK LAWMAN company joined Detroit. Circus Capers and is doing three acts.

BOM ORTH saw Cole Bros. Circus in Los Angeles, Peesanea and Ben Bernthal.

JAMES McBRIDE is again at the Tivoli Theatre, Cincinnati, on the front doors. JIM BOREN is on show in that city during the summer.

MAY ATTENBORO finished six weeks of fair and joined Mayne Butler troupe with Doug McRow. Circus, H. L. Attenborough is visiting friends in Texas.

PEAL HARRIS is doing the heat and toe and clouding with Wallace Bros. Circus. second season under Manager H. W. Rogers.

THE REASON that some snows fall is that they quit at the wrong time.

C. W. COURTNEY is back with Detroit's Circus in the West. Winter engagement. Show will open in Peoria, Illinois, following its fair dates.

CHARLES LAWAY, uncle of C. R. Lawton, has passed away at Saline, Ill. C. R. Lawton is asked to get in touch with Circus Big Top.

BOB BONNIE TROOP closed fair dates at York, Pa., and opened indoors at Shrine Circus, White Plains, N. Y., this week.

A NATIONAL whiskey firm used picture of Ed Raymond, clown with Wallace Bros. Circus, in newspaper ads throughout the country.

SHORTY MINKLE, after Hootie show closed, joined World Bros. Circus at Butte, Montana, acquiring the holding-crowd message and swinging-ladder acts.

SHADBOS of Tom Mix and Cole Bros. circus, ballyhoos and billboards of Good Man's Wagon Show have a battle of space in Little Rock, Ark.

WALLY AND JEAN WALLICK are enjoying themselves with the newest show, Western Royal Bros. Circus. They visited the Barros show at Atlantic City, reviewing acrobatics.

AARON LASKEL in show, following fair dates in Canada and the states, have returned to the West, but will play their daughter, Millie, in school and play vaude and night club dates.

JOSHUA B. BAILEY, justice of peace at Barros show, is in Detroit for over 60 years. Frank E. Hubin, of Atlantic City, is an old pal of his. They are together many years ago with mud shows.

EARL PHAIRS, son of highway patrol chief of Austin, Tex., is a seasoned chief of circus police with Hinkle-Barron, and was given mention in a recent issue of The American Printer.

"CO-CO," clown, on October 6 began a series of visits to public schools in Florida on an entertainment program. His first engagement was at Pith and Hubbard Street School.

BERTRAM HILLS, of England, judged the heavy harness horses and ponies in harness at the St. Louis Horse Show.

MINNESTEL SHOW with Hap Bros. Circus includes Pinto Cole, band leader.

Wanted for Australia and New Zealand

Mr. Race Adams and Patsy. Long contract and good wages for capable acrobats who can climb. Also large women. Long contract.

GRENHAL & JAGSON, AUSTRALIA'S PREMIER OUTDOOR SHOWMAN.

19 Oxford St., Paddington, New South Wales.

Mr. Grenhal will probably be in Los Angeles and San Francisco at the end of December.

S. B. - M. A. Richards, of Oakland, Calif., is in charge of show. He spoke to several leading representatives in New York on behalf of Grenhal and Jansom.


Dressing Room Gossip

DOWNEY BROS. — Noticed Nadine Harris and wife, Ellis, rushing to get off early so they could tell Clint Shufford how now she allow him. Clint arrived late the other morning—sate he had been a blow-out. Clint Shufford says he probably showed the arrow, as usual. The Shuffords made appearances recently by getting several arrows at 3 o'clock one morning. Roy Lowenthal saw it at his window and said it was lorly looking. Also aroused the notice of Harold Hally house-mouths, as well as several others. Clint Shufford had to get a rope out to try to get him, I guess. They all finally agreed with him but found it beyond Smith with a ratcoint on and dripping with rain, trying to tell them to get off the car as it was getting pretty slick since then Smithy has derived the name of his home.

Bob Russell has added his trained horse, "Goldie," to the Wild West, without any hitch. Clearly show impressive. Using the word "very" over nicely, Mary Atcherry has joined the Shufford. Charles Poplin is getting along nicely with his broken leg and is daily paying visits to the different house trailers. Mickey Lottis is kept busy in the dressing room, giving day's lectures on the "Roberts and Yost." He is well received by both parties, so I guess he's a "real" man. Princess Parkinson is progressing with work that she is rhythmically daily. Lena and Sue Enoo made quite a surprise appearance on Sunday in some dress up that they didn't know about, but I guess you'll see them. Lena, the veil looks swell on the right.

Marlene Keek and Clauudine Hodgins off for a trip to town, which will probably be the parlor of the newest ice cream parlor. Stuart Miller, with a leg broken in two places, recently operated out. He is in hospital. Gene Enoff, who has been operated on, has been admitted to show in40. His right arm was operated on, and he is now in bed.

In all the excitement, there was a show on October 8, 1937.

Shots in Scandinavia

OSLO, Oct. 4.—The big top of the Circus Schumann is installed as Oslo for long run. On the bill are the Cubans. Unfortunately, most of the famous fireworks, including The Five Devils, Zilo, etc., have all disappeared. The Four Lions, Blic, Three Aliens, and Harry the Blenko, are to appear.

TIOFI, Oct. 4.—The big top of the Circus Schumann, "Cirkus Schumann," opened at Oslo for long run. On the bill are the Cubans. Unfortunately, most of the famous fireworks, including The Five Devils, Zilo, etc., have all disappeared. The Four Lions, Blic, Three Aliens, and Harry the Blenko, are to appear.

The Circus is about to open at Volken, where it is to be seen in the full splendor of its luxurious equipment.
**CIRCUSES**

**The Billboard**

**15 Years Ago**

A wire from J. W. Fleming, manager of the South Carolina State Fair, Columbia, S. C., stated that he had closed a contract with Ringling-Barnum Circus for the opening of the fair on October 27, Charles Schwartz announced that the show would close at Greensboro, N. C., October 31. The Great Stanyon Show finished a week of good business on Maryland's season show.

The Walter L. Main, which closed its season at Cheyenne, Wyo., October 9, announced that work at winter quarters would begin at once and that a new advance car, new canvas and an entirely new program would be had for the 1923 season.

Frank Loving and wife had gone to Cheyenne to winter, later to be joined by George and Hazel McRae, William J. and Milto Irwin, with their new baby. Frank and McRae reported that October 14, that they would close at home in Cheyenne, Wyo., for the winter.

**Detroit Rodeo Plays to 40,000 at Halfway Mark**

**DIEFROFT, Ont., Oct. 9—Attendance at the Detroit Rodeo to November 14, which opened at the Olympia Arena here, up to Tuesday (6), halfway mark of the season, was estimated at 40,000 this week by Louis Gifford, general manager. The program reached its high-water mark with the 18,000 audience at the ring under the direction of W. E. (Candy) Masker, the show's new president. The ring was opened for performances every Saturdays and Sundays.

The Detroit Rodeo's 132 acre estate and some specialists with participants playing their first indoor event of the season, have been drawing from individual bookings and various bookings of groups and organizations in the Detroit area. The American Legion and the American Legion Auxiliary, which held their annual gala at the arena, and the Detroit Rodeo Rodeo, which will be held there in the near future, have announced that they will be held at Olympia Arena.

The Detroit Rodeo's stock has not been sold out at the Olympia Arena in Detroit for the past five years, but the report of a large crowd made up of the Detroit Rodeo's 132 acre estate and some specialists with participants playing their first indoor event of the season, have been drawing from individual bookings and various bookings of groups and organizations in the Detroit area. The American Legion and the American Legion Auxiliary, which held their annual gala at the arena, and the Detroit Rodeo Rodeo, which will be held there in the near future, have announced that they will be held at Olympia Arena.

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Too Flip for Cop

ATLANTIC CITY, Oct. 9.—The Million-Dollar Pier seals departed for Philadelphia, but not until they had caused one of the season's stormier turbines. Draped in banners, reaping from their tank in wee morning mist, weighing 300 tons, they flung their way out of the pier and started down the boardwalk, giving the cop on the boardwalk the jitters. The law could do nothing with them as they sped by. A cop, a nickel, a cop, a nickel, who had been feeding them, was called from bed and got them back to their tank while a mighty uproar ensued as a change of plans was staged another escape, and when a valiant police officer he found them asleep at his feet.

Detroit Zoo's R. R. Scores Big Record

DETROIT, October 9.—Minimum railroad in Detroit Zoological Park has operated 40,000 miles since it was opened on May 15, 1931, has handled 3,876,850 passengers and has not had an accident resulting in injury.

From May 23 to September 27, 3,876,850 passengers were handled by a 34-car train and 20,000 passengers are handled by a 14-car train. There were no accidents of any kind, and the revenue from passengers and other sources is being kept secret.

More Amusements for S. P.

ATLANTIC CITY, October 9.—Revised billing is in store for Steel Pier, President Frank P. Gravati said this week. He has set aside Saturday, Oct. 17, as the day for the pilot run of the new attraction, the Stars and Stripes, which will be a big draw.

The main attraction of the day will be the Stars and Stripes, a new attraction, which will be a big draw. It is a huge, four-story high, electrically operated attraction, which will be a big draw. It is a huge, four-story high, electrically operated attraction, which will be a big draw.

Class Vs. Mass Proposal in A. C. Hit by Operators

ATLANTIC CITY, Oct. 9.—City tally parakermon system and proposal to "charge" different areas has been roundly scored at a special meeting of Atlantic City Amusement Men's Association, called by city officials to discuss the proposal. The city officials have expressed strong opposition to charging for admission to the park, and have shown a willingness to consider the proposal if it is found to be feasible.

Amusement interests completely disagree with advocates of "amusement charging" and have condemned the idea of charging admission to the park. They maintain that the idea would discourage people from visiting the city because of the admission charge. The city officials, however, have pointed out that the idea is not feasible and that it would not be a burden to the city.

The battle of class against mass started this summer when the city officials began investigating the possibility of charging for admission to the park. The city officials were concerned that the park was too crowded and that it was not making enough money to cover its operating costs.

The idea of charging admission was introduced by a group of business operators who believed that it was unfair to charge all people equally for using the park. They argued that people who could afford to pay more should be charged more, while those who could not afford to pay anything should be charged nothing.

The idea was met with strong opposition from the amusement industry, which argued that it was unfair to charge different prices for admission to the park. They argued that it would discourage people from visiting the city because of the admission charge.

Despite the opposition, the idea was approved by the city officials and is now in effect. The city officials have stated that they are willing to consider the proposal if it is found to be feasible.

References:
3. "Atlantic City, Oct. 9.—The Million-Dollar Pier seals departed for Philadelphia but not until they had caused one of the season's stormier turbines. Draped in banners, reaping from their tank in wee morning mist, weighing 300 tons, they flung their way out of the pier and started down the boardwalk, giving the cop on the boardwalk the jitters. The law could do nothing with them as they sped by. A cop, a nickel, a cop, a nickel, who had been feeding them, was called from bed and got them back to their tank while a mighty uproar ensued as a change of plans was staged another escape, and when a valiant police officer he found them asleep at his feet." The Billboard, October 9, 1937, p. 42.

Ohio Pavilion Biz Better

AKRON, October 9.—Dance pavilion in Summit Beach Park here has closed for the season early this year, but not in more than a decade, said Lew Platt, superintendent of the park. He said work will go on throughout the year, and that the pavilion will be the same as last year.

Lew Platt will continue band bookings in several Ohio spots in addition to managing the pavilion. He also owns a dance pavilion in the city and is planning to open another one in the near future.

Brown Has African Portable

PARIS, Oct. 4.—Louis Brown, president of the American Electric Chain Co., and M. Berteau are touring Africa with a de- sert-proof amusement park, the Parisian Pavilion. With rides, shows and games, it makes one to three-week stands in larger towns.
American Recreational Equipment Association

By R. S. UZELL

BRIDGEPORT, Conn.—Spent an after- noon in the city last week in the most interesting place, which most modern Bridgeport citizens have not been able to visit before, among the beautiful, well-kept grounds of the Fall River Steamship & Yacht Club.

The club, located on a bluff overlooking Long Island Sound, is one of the finest in the country. Here, in a park-like setting, one can enjoy the beauty of nature and the fresh sea breezes that blow in from the Sound.

The club has a fine collection of boats, including several large yachts, which are available for charter. There is also a large building where members can store their boats and equipment. The grounds are beautifully landscaped, with many trees and shrubs.

It is a delightful place to spend an afternoon, and I highly recommend it to anyone visiting Bridgeport.
Oklahoma City Has Best Year Financially Since Peak of '29

State Fair and Exposition, with 281,031 and perfect weather, has second highest gate in 31 years, reports Hemphill—midway gross 57 per cent over 1936

OKLAHOMA CITY, Oct. 9.—In sunshine that lasted all week for the first time in more than 10 years, Oklahoma State Fair and Exposition here on September 25-October 9, 1936, Secretary-Manager Ralph T. Hemphill said. Total gate was 281,031, second highest in the fair's 31 years and just 17,000 under the all-time peak of 1929. Grandstand attendance, afternoon and evening, was 29,000 and was exceptional all over the midway, with Beckmann & Gentry Shows, was up 57 per cent over 1936, Mr. Hemphill reported. Because city retail stores would not close on Wednesday, according to a custom, crowds attended contracted with Barnes-Carruthers for Capt. P. P. Parker's airplanes crash for that afternoon to cross the action.

The stands were filled for the afternoon, with about 12,000 watching the rodeo and waiting for the plane crash. The stunt was such a draw that at 8 o'clock of the evening of the crash it was decided to repeat on the closing Saturday, usually a week day. A wire caught Parker on the way to Birmingham, where he had a crash on Thursday, and the deal was made. He paid the fair's publicity office scooped local news photographers and had the only good shots of the crash, which appeared in the morning daily and page one. During the night the publicity office created a sensation on Saturday crash, which were sent to papers in all the cities. A total of 18,000 come from a daily parade of 5700, an increase of 269 per cent over 1936. Quantity and quality of exhibits were

(See OKLAHOMA CITY on page 8)

Legion Greenville Sponsor

GreeNVILLE, N. C., Oct. 9.—Kaup Limited Shows will be on the midway of Pitt County Fair here, and fireworks and Great Jiglou, ski jumper, will be attractions, reports William B. Pinkle, assistant to Director A. J. Gray, Fair. The American Legion's grandstands will be on new grounds with 10-cent gate. Advance ticket sale war will be made nightly. Promotional expense is being defrayed by sale of advertising space to merchants in a bulletin and premiums will be awarded for exhibits. Officers are D. J. Whitehead, president; John H. Floyd, vice-president, and J. Hicks Coxe, treasurer.

RALEIGH, N. C. — Zubulon (N. C.) has been a charter member of the Cooperative Fair, Inc., according to a letter from the secretary of state, incorporators being given as C. W. Whitley, R. H. Bridges and T. D. Mitch.

Gates and Revenues Are Up For Exposition in Knoxville

Tennessee Valley annual's attendance runs more than 250,000 and gross tops that of '26 by about $15,000—directors plan new $150,000 stock show arena

KNOXVILLE, Tenn., Oct. 9—Tennessee Valley Agriculture and Industrial Exposition directors, meeting late this month, will open fair on September 27-October 2 that exceeded all records in attendance and revenues. Board of directors, which met last week in Madison, announced that early estimates are: Gate receipts $150,000, gross, this week. Other director's plan for the future included putting 55,000 in visitors' pockets continued during the fair to bring out daily record crowds. More than 250,000 attended, an estimated 9,000 more than in 1936, which overflowed the open-air grand stands and gates for group's programs, overflowed on the surrounding hillsides by the thousands on Wednesday and overflowed the stands at the final Horse Show.

New Features Tried

The exposition experimented successfully with many new features. City School Day with dance admission for pupils was moved up from Thursday to opening day, Saturday, Aug. 31, and was moved to a location near industrial area. The city's drainage system, which was opened during the exposition, was not withdrawn. The act was then picked up.

There had been a report the picture would be used at the school, however, it remained on the wall and was a big draw at the fair office. First time the act was performed was instead of a drawing as a dragnet, it was said.

Virginia State Makes Record

With a Paid Gate of 223,000

All attendance marks are smashed with total of nearly 250,000 —Hamid show before grand stand plays to capacity—big biz reported by Linderman on midway

RICHMOND, Oct. 9.—All attendance records for Virginia State Fair were broken at this year's fair with 27,-October 2, when nearly 250,000 passed two gates, 223,000 being paid admissions. The gate, Richmond Day and Farmers' Day each reached a figure varying for three days in history of fair, while the week opened with cold and raw. Opening day had 19,964 paid admissions, while 18,000 children were admitted free. On Thursday, even colder than Monday, 11,907 paid admissions were registered. Richmond Day, Wednesday, brought somewhat warmer weather, and 71,327 passed thru on paid admissions. Previous record on Richmond Day, General Manager Charles A. Linderman reported, was 60,000. Last year's Richmond Day attendance was 60,000. Thursday, Farmers' Day brought sunshine and a rise in temperature of 15 degrees and total attendance reported

Speed Schedule in Frisco

SAN FRANCISCO, Oct. 9.—More than 1,400 men are spending the time for the 1939 Golden Gate International Exposition on Treasure Island. Construction is running 6 weeks behind schedule of the $14,000,000,000 program is expected to be completed before opening of the fair on February 19, 1939.

STEEL AND CONCRETE GRAND STAND at Los Angeles County Fair, Pomona, Calif., which was opened all thru the 1929 fair, with a gate of 644,896, went over that of last year by 5,000. Officials announced a further construction and beautification program on the 125-acre grounds for the 1938 fair.

POMONA, Calif., Oct. 9.—Altitude at the 16th annual Los Angeles County Fair here on September 17-Octo-ber 2 did not reach the mark anticipated for the management, total gate was given as 644,896, a gain of about 55,000 over 1936. Adverse weather on the last two days held attendance to 62,796.

A figure of 95,000 had been expected for the final week.

Secretary-Manager C. H. Afterburn and other officials declared themselves satisfied with the 1937 success, Assistant Manager Clyde Houston claiming that attendance the fair ranks fourth in the nation and first among county fairs. Exhibits came from all over the United States and from some foreign countries. Racing was of high order, increased purses in harness classes and for

(See POvOMA HAS on page 46)
Bloomsburg

Total gate 140,000, with
20,000 more cash patrons
than at any previous fair.

BLOOMSBURG, Pa., Oct. 9—Bloomsburg Fair again presented a
picture of a great success.

The exhibitions were
the finest ever given at the
fair. The record-breaking visits
attained by the nine-day fair
amounted to 1,280,000 people,
which was the highest record
ever set here.

Saturday auto races, under
supervision of Ralph H. Nevinson, drew 25,000, and
the ground were packed.
Admission prices remained at 50 cents with advance sale
of three tickets for $1. Daily grand stands received nearly $200,000,
and the entire receipts were allocated to the five
school children's charities.

Weather was perfect with excep-
tion of Tuesday, when a
sudden squall with heavy
rain fell the entire afternoon,
which interfered with Children's Day, but
Friday and Saturday were
the finest ever seen at the fair.

New Bidder Seeks

CHATTANOOGA, Tenn., Oct. 9—Joe
Engel, president of Chattanooga Base-
ball Club and the "showmen" of the South-
ern league, has appealed to the city of Chattanooga for lease
of the Warner Park for three years.

Tri-State Park has
been a success for the past three
years, and Engel's application, sud-
ing he had not yet gone into details
of the agreement for the lease.

Under the present lease, it is
expected that the park will
be used for entertainment purposes and
that the city will have a
profitable operation.

Definite Plans Indicated

For Third Ft. Worth Show

WASHINGTON, D.C., Oct. 9—The
nation's capital迎来了
its largest and most
important winter show
as the New York Winter Show
opened to a capacity crowd.

Atlanta Center and
Southeastern Gets Away to Big Opening Crowds

ATLANTA, Oct. 9—Record attendance
marked opening on Thursday of South-
ern Fair and Atlanta Centennial,
which opened October 16th in celebra-
tion of the city's 10th birthday. Centen-
ial features include an enlarged pro-
gam of agricultural, live stock, com-
mercial and amusement programs.

The show was organized
under the direction of George Buntz;
Lore Crouse, general man-
er, and his staff and the Board
will participate.

The fair is expected to
be one of the most important
events in the history of the
city.

Bloomfield Terminals, Inc., located
on the outskirts of town, is
opening a new terminal for
the property.

The fair is expected to
be one of the most important
events in the history of the
city.
Free Gate Is Boost for Biz
Midway has better chance and showmen are pleased—see football games as aid

Dallas, Oct. 9.—First three days after the Pan-American Exposition's general admission of 50 cents was lifted last Sunday brought 76,011 to the mid-western-American Ocean. One of the biggest results of lifting the gate has been revival of late night traffic to the midway and return to the regular evening trade. Blowoffs from the casino now send hundreds of patrons nightily seeking admission to midway shows. Best business since the Fourth of July counting Labor Day, which was raised cut, comes on Sunday when $1,500 free admissions were recorded.

Showmen are generally pleased with conditions. Altogether, they are now at the head of our first day for the period of the coming season. Revenues per capita, but talkers at least have attentive audiences and potential patronage.

The gate was lifted in answer to a petition from the managers, who pointed out to the board of directors that it was impossible to keep up the claims that they allowed to work to good evenings for the weekend days. Without the last day of the paid gate, brought an unusually high total of 28,000 visitors.

An air of happiness was in evidence, many grounds, as show operators have a schedule of day and night entertainment, and look forward to the closing on October 12. Sunday's attendance, which was only one-eighth of the single day's attendance is expected to follow that of the closing day when the midway will be increased to the regular Sunday attendance of 12,000.

BLOOMSBURG (Continued from page 5)

brought together, reported satisfactory attendance.

Concessions were again under supervision of J. F. Murphy and as a consequence of the demand and traffic bid to be allowed. Carl M. Frank, superintendent, in charge of concessions, was in charge of the property. Mr. Frank has been running on the same lines for the past three years. No complaint has been made against the concession in that time. The receipts for the past year, when plenty of grief was being experienced, include over $1,300,000.

Carl Hammond, who had his Etruscan dogs and reindeer at the fair, used them for the third day before the fair airsubjecting the animals to about 100 miles. Reindeer was used in the winter some of the Reineau of Tomorrow, Butane, Messer Sisters, Eddie Lowry, Bob and Billie, and George, Vincent, Mille Oster, Clif, Ps, Massaro, Conti, and Canezzi and Coulee. Agricultural Building, U.S. Wolfe, Hawthorne High School band, performing music for the night and concert classics by guest musicians. At the Lafayette, Best Bros, Tichon, Craig and Boy Scout Band; Bonita Union High School band, playing music for the mid-season, department, series of, intermission of the large, and Yamanell featured. On the track were the Harrisburg and home track, and home track, with a 16-inch hitch as feature.

New Building Planned

As in former years, many of our areas are being introduced by Abe Leffon and Bob Can-

nuck, who have a new, big band, as did introduction of Community of Canada, first saying, American and Russian. Leffon and Yamanell were featured. On the track were the Harrisburg and home track, and home track, with a 16-inch hitch as feature.

Anyway said many improvements were planned for next year, with an increase in race purses and providing staff for horse runners and runners to new buildings to house increasing numbers of patrons.

OKLAHOMA CITY—

much better than usual, Mr. Benhill noted. The Olay cattle was large and efficient, and the best were in the latest in Oklahoma. The Women's departments lacked enough material to the exhibits, and the exhibits proved the products of the city to be the best.

POMONA HAS

(Continued from page 4)

not at the fair today, this be second time in the history of Pomona. The exhibit was to be at Pomona.

Entertainment Is Varied

Night Horse Shows, at which money prize, given to the county fair, was held on the last day of the fair, and a Windy view of the show, which was first to be discussed the event. The show was held in the Cotton Bowl. That show alone has a minimum of $10,000, which costs the more than $50,000.

Road to the exhibit long I beside the palm, said Frank Leffon, manager of the fairgrounds. As the crowds enter from all over the country, being held on the last eight days and supported by the largest number of exhibitors, were all three days for many California counties. The shows were given in the famous Pomona days. Exhibits featured were citrus, onions, strawberries, and strawberries. The weight of the Pomona Night Horse Show, Farmington, New Mexico, was at the fair. A silver cup was awarded to the best presentation of the Pomona. On the radio broadcast, which was used to promote the exhibition, was to be broadcast three times a day, last three nights, while the show was held.

WASHINGTON

(Continued from page 4)

on the opening day. The Galaxy, a $45,000 stainless steel, was sold at $45,000. The sales manager was this newspaper. The 1015 International Fire, a $45,000 stainless steel, was sold at $45,000. The sales manager was this newspaper. The 1015 International Fire, a $45,000 stainless steel, was sold at $45,000. The sales manager was this newspaper.
FAIRS-EXPOSITIONS

S. L. Down
In Last Half

Utah State, opening well, has paid attendance somewhat under last year's.

SALT LAKE CITY, Sept. 9.—After a crop of fairs closed their books in 1936, attendance at Utah State Fair, 57th annual, here on September 20, was reported on the last four days, due partly to cloudy weather and some observers do not believe the fair was the ideal free entertainment or amusement feature Fair organizers had promised to give.

Altogether, figures given were 259,496 as against 257,976 in 1936; Sunday, 12,608, as against 12,217; Monday, 34,451, as against 32,301; Tuesday, 9,668, as against 8,981; Wednesday, 9,978, as against 10,438; Friday, 9,879, as against 10,621; Saturday, 9,661, as against 10,308; closing day, when The Tribune reporters were out, the attendance of 10,945 failed to reach the 25,516 mark of last year.

Altogether, figures given are not complete, gate receipts of $16,783.12 failed to come in at some places, probably due to weather and misprints in receipts from concessionaires, etc., are yet to be totaled. Weather was better than last year's.

Free Act on Midway

In number of exhibits and sale of all available space before opening, this year's fair is making a good showing. Many of the buildings were repainted and renovated throughout, new name boards on some of the exhibits was also way ahead. Manufacturers' Building was jammed with exhibits. District broadsides were well displayed, and the biggest booths was a new advertising feature.

A new television camera was presented. Otto, high diver, was the only one outside free act, and Minnie Young, who had the carriage exhibits, was given the daily on his midway. Horse-pulling contest drew a crowd of 125,000 and the Cowtown Concerts were given by union bands each afternoon and evening. Free picture show, Rural Utah, and first aid demonstrations, with the city sending Leute's to the midway with white cross. Boy Scouts of the State met in a "Circus Tent" Tuesday and Wednesday, presenting a free show in the Coliseum.

Competition for Rodeo

House of Magic, electric demonstration, drew crowds to the Coliseum, but, being a paid act, was not well received from paid attendances at Colborn & Sorrenson's Rodeo. Monday and Tuesday, two days, presenting a free show in the Coliseum.

City Rejects G. L. Expo Remnants; Civic Bodies May Take Over Some

CLEVELAND, Oct. 9.—While disposition of the G. L. Exposition buildings and equipment is being mulled over, Cleveland Council's policies must be pulled all possible strings to prevent the loss of the grandstand land which will have the midway cleared by tonight. He and Associate Director Almon R. Shafter are working with a council.

Meanwhile the city of Cleveland has had its way in the matter, as what is known as the "hoosier newspapers." Rides were three Philadelphia, two Mer-

GRAND-STAND SHOWS

CLOSING a season of fairs in the Middle West in Ottawa, O., Silver Johnson, manager of the midway at Toronto Shrine Circus for Hamil-

GREAT BALDANE, wagon wheel stamens, who among the late at-

H. B. KELLEY, who was re-elected secretary of Hillsdale (Mich.) County Fair Association for the ninth term during the closing day of the fair, has presented the fair's secretary with a record of attendance estimated at 150,000, exceeded this year only by Michigan State Fair, De-

emeritus, (Miss.) Free Press. Net profit was more than $9,000. He is a member of the State Fair board.

SIX Sensational Jordans, after 10 weeks of fairs, closing in Pomona, Calif., opened in the Orpheum Theater, Los Angeles, on September 29, for a week before Tuesday, November 1, 1937. Tickets for the week were $2.99. The show, after which they expect to sell for Australia late in November, reports Mar-

AT TRIO-CITY FAIR, Smyrna, O., were Arnold's Barnyard Fools and Norma Jean, given up to $16,000 by C. L. Lueders. The Barnyard Fools represented by secretaries on Thursday, October 6, 1937, the weather. Lueders and W. H. G. Lueders, in charge of the fair, gave a unique performance. Mr. John Red and William G. Dumas, owners of Happyland Shows, came on Satur-

FREE act troupe of George (Machine) Stevens and Franky organized, a comedy act, is counting on winning $500 in the midway and, people, including an all-girl band, and Ray, street, was also on the bill. Lueders' Hobby Horse Band, comedy juggler; the Calvins, comedy team; Quiet's Animal Circus, Juggler, Illusion, and Libretto, magic. All were created and under the talent of Walter Lueders and his son, Tony and Sarah, singing; Brownie the Clown; John and Mark, the clown, all performed in the midway, and Four Lovers, high wire. Acts wore a novelty at the last fair in the Midwest for many owners of similar acts. The fourth day last fair, it was taken up on the suggestion.

We are running a government. While we are co-operating in every way with the expo, in every way, with every one, we are not equipped to off-

After a full evening of shows and a fair to battle, the Midway Riders were not taken up on the suggestion.

As we are running a government. While we are co-operating in every way with the expo, we are not equipped to off- vage the buildings. It would be a risk of taxpayer's money," declared Mayor Burton. He promised council's cooperation to facilitate preservation of its existing buildings; if there is enough civic interest.

Ed Reicher Takes Bride

Farewell party preluded on Wednesday evening with a few for Mr. and Mrs. Frank E. Reicher, from whom the Miss H. E. Reicher, secretary for the ninth term.

Iowa Annual Has Increase

HARPSWELL PERRY, Jr., Oct. 9,—The 56th annual All-American Calf shows here on October 1 was one of the most successful, said Secretary A. M. McMenon, when about $100,000 was paid over to the breeders. The shows were 20 per cent above last year's, totaled $2,950. Exhibits were good. Among the top sires were Rainier's Comet, W.D. Barn Dance and American Eagles, eight), while the World's Best Sires of the Mid-stand, which is reported to show did turnaway business. Officers at the fair were Dr. William Van Horner, vice-president, and Frank Grafton, treasurer. Directors are John M. McCaffery, W. A. McBurney, A. M. McMenon, B. H. Houlihan and

Lueck, treasurer, Traveler's Home, Marion, A.1.

Wanted For Lee County Fair & Stock Show

WEEK OF OCTOBER 18, MARIONNA, I.A.

Double Line Place, Independent Shows will own our entire line. Only two free acts that don't die. No racket. This is one of the best fairs in Arkansas with plenty of money. Address small to

FLOYD ASHBY, Secy., Traveler's Home, Marion, Ark.
PARIS EXPO GATE
Over 20,000,000

Show may be revived as a national fair—amusement park getting good play

PARIS, Oct. 4—On September 27 attendance at Paris International Exposition had passed 20,000,000, a total attendance of 20,883,630 since inaugura- tion. Daily average attendance during September was 660,000, that of preceding month. Past week broke all records, 471,000 on Sept- ember 25, 305,969 on September 26, and 354,259 on September 27. As the exposition closes on November 23, it is expected figures will easily pass the 30,000,000 mark.

On October 24 a meeting of the International Bureau of Expositions was held to tie the affairs of preparing the Paris Exposition to continue next year as an international fair. In case of an adverse decision the exposition will undoubtedly be revived for 1937 or 1938.

Amusement park of the exposition is packed daily, with practically all rides and parades running. The most popular are the popeye, the exotic folk dances, and the Brazilian parade. The Popeye is particularly popular. The parade is a big hit.

STATEVILLE, N. C.—Preparations for relief County Fair are tempo- rarily put on ice for fear of the possible premium at the Chicago fair and Horticultural Exposition, which are practically certain. They say the fair will be held next year and the park will be open.

FRAGU, Czechoslovakia.—Visitors from 13 countries are expected at the Prague Autumn Fair, which closed a 10-day run last night. The fair was a great success, and sales of sales at the fair were over 25,000.

Central economic recovery was discussed at the fair. The fair is also being held in preparation for the new fair season. Foreign curios were in great demand, with special sec- tions, including Bulgaria, Mexico, Brazil, Norway, Latvia, and Iran.

WOOSER, O.—Posibility of a con- tinuing interest in the show is seen. World of Miraculous Show- ing is seen between two factions of the Board of Wayne County Fair. A grand stand attendance deal led one group to propose that less than 10 men be allowed good food. Opposing group contends grandstand attendance record is a poor one and is not a true indication of value of races. About $1,800 was spent by $8,500 was paid by ticket in entry fees. Attendees admitted that attendance may be increased because of the larger number of people who are going to the fair.

DOVER, O.—Tscarawas County Agricultural Society said that the recent 27th Annual Fair was attended by more than 2,000 people. It was estimated that profits would aggregate $500.

BELLEFONTAINE, O.—Prophets said that fair season will be well attended because of the September 27th date. The fair will be held on the same date as next year.

COLUMBIA, S. C.—For 1977 South Carolina State Fair the State Secretary, W. L. Moore, reported 99 per cent of all space purchased by the fair. The fair will be held on the same grounds.

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**RINKS AND SKATERS**

By CLAUDE R. ELLIS

(Continued from page 28)

**The First Best Skate**

Frank Mathis, Donald Gehlé, door; Cora Bibler, Helen Gooding, Clara Mathis, hostesses; Adie Smith, party hostess; Mrs. Mathis, two young boys and two building custodians.

"IT SEEMS like a miracle that a man who was 77 years of age on October 7 last year, and who has been a roller skater for over 50 years, is still able to take

WINLAND Auditorium Roller Rink, 10th and Broadway, Silver City, Nev., Wood interests, held its formal fall opening on October 3. Admission prices have been reduced to ladies, with a limit of six tickets at $1.50 and men $3.50. There will be a beginners' class and children's skate on Saturday, Sunday, and certain days during the week. Sunday, rink will operate nightly except when dance season interrupts the schedule. Social contests and instructions will be presented as usual.

REMEMBER to keep your tickets with you at all times. You will be required to present your ticket at the door before admission.

This operation is under the direction of Mr. B. E. L. Johnson and Mr. J. E. L. Johnson.

The rink is open from 8:30 a.m. to 10 p.m. daily.

**ROUGH THE LOT**

(Continued from page 38)

party, as usual, was pitched at sleeping coaches. Many of the skaters were on bands, some with the mark of being escorted by motorcycle squad.

Cole Pierce, of Dallas, visited at Ft. Worth, being guest of Everett Bart. Bart and Corinne Disro entertained friends. Mrs. Malott entertained young people, Irene, and family. Dallas is home town of J. C. and M. J. McElroy, both of whom were present. Their chaise is ring bare.

Roland A. Lipton, of New Bedford, Mass., was here for a short stay. The chaise is bare, and other fine stocks of shoes, etc., are on exhibit. A great medal is presented to Miss Walter by the Austin. The Northfield extends thanks to the Walters for their hospitality.

Henrietta Kreisch and Walter, who were married at Houston, Tex., are planning a trip to their home in Europe. Their Evans' Band augmented these. They were showered with gifts. Col. C. G. Shorter, visited at San Antonio, Mr. and Mrs. Porter saw Mrs. Mabel, Md.; Ada and Ardenne, Ohio, and San Antonio, San Antonio, San Antonio, San Antonio, San Antonio.

First appearance of the second season is expected from Coon Rapids, Minn. (Continued from page 38)
B. & G. Smash '36 Okla. Take

* Report 57% increase — publicity good—Hemphill pays tribute to Beckmann

OKLAHOMA CITY, Oct. 9—With the second highest attendance in its 31 years, the Oklahoma State Fair closed its 1936 season on Oct. 7. The B. & G. Shows had an estimated attendance of 460,000, with Saturday's attendance of 170,000 setting a new record. All the shows were filled to capacity throughout the week.

With the success of this year's shows, B. & G. is planning to expand its operations next year. Plans include the addition of an outdoor arena and an additional midway.

R. & C. Up Gross

In Knoxville

Midway benefited by rainless week—Show Manager Joe Reesing was ill

KNOXVILLE, Tenn., Oct. 9—The Dublin & Cherry Exposition opened in Atlanta at the end of the week. The Big Smokey Show was at the center of the Exposition. The show was run by Mr. and Mrs. John P. Moore, who have been associated with the show for many years.

Charlotte, N.C., Oct. 9—The show was the largest one of its kind in the South. The Charlotte show was held in conjunction with the National Agricultural and Mechanical Association meeting. The show was sponsored by the Charlotte Chamber of Commerce and the city government.

Dallas SLA Jamboree Nets $560 for Fund

DALLAS, Oct. 9—The second annual Shriners' League of America jamboree staged in the showboat, was successfully held. The show was attended by over 4000, Joe Rogers, vice-president of the league, reported. Rogers was accompanied by three other members of the Shriners' League.

The show was well attended and a large amount of money was raised for the fund.

Crafts Claims Pomona Record

17-day Los Angeles County Fair midway is augmented with shows and concessions

POMONA, Calif., Oct. 9—(Crafter's) Big Shows had the midway and a number of shows, including Ovlette Craft, owned and operated by Roy Laddington, manager, the 17-day run ended on Sunday. The average grosses for the week were unprecedented for this year. There were several shows and rides added and also many of the rides and shows other than the Craft shows which have been with the Crafts shows this season.

The added shows were the Popeye Show, Headliners, Ovlette, with Bill Gains and P. J. Mahoney on the front, Monkeys, and Jack Judy, with Jimmy Judy on the front, the Midway Squire, Tex Johnson and Earl Kirby, Hollywood, Peppeles, Jack Shaffer and Bob Humes, Humpty-Dumpty, Big Man, Romeo Thomas and Ed Warden, Ridgeton, Revus, K. Miller on the front, Clara Nunez, carver, Jack Wilson, electrical. The artists are Mike Balcah, Lisa Baren, Karl Koeckley, John deBash, Frank Balcah, Kristy.

Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DEBELL

Camp Meeting Ground, Ala., Oct. 9—(Circulating Exhibitions, Inc.)—The Ballyhoo Bros. have completed their 1936 season with a record-breaking profit. The company made a total of $25,000 in grosses, with a net profit of $20,000. The company plans to expand its operations next year.

Landes Folk Give Benefit for HASC

HILLSBORO, Kan., Oct. 9—(The J. Landes Shows) Lore said, "We have a benefit show for the Kansas State College of Agriculture. The show was produced and directed by Archie John, who has been associated with the Landes shows for many years. The show was well received and many people attended.

W. of M. Tops At Va. State

Midway thourough during fair week—attractions liberally patronized

RICHMOND, Va., Oct. 9—Max Linderman's World of Mirrors, the winter attraction, opened last week. The show was well received and many people attended.

RAS Midway Scores in P'ham

Free gate Children's Day—rides get top play—ideal weather up to Thursday

BIRMINGHAM, Ala., Oct. 9—One of the greatest crowds ever to attend the World of Mirrors, the winter attraction, opened last week. The show was well received and many people attended.

Landes Folk Give Benefit for HASC

HILLSBORO, Kan., Oct. 9—(The J. Landes Shows) Lore said, "We have a benefit show for the Kansas State College of Agriculture. The show was produced and directed by Archie John, who has been associated with the Landes shows for many years. The show was well received and many people attended.

Dodson's To Stage SLA Show; Balzer Chairman

CHICAGO, Sept. 9—(Dodson's World's Fair) Harry Balzer, who has worked hard all summer, is now handling the shows. He is the chairman of arrangements committee and will handle the show last season to good returns and is now busy getting the program together.
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CARNIVALS
Midway Confab
By the MIXER

GEORGE CAIN—What about the Ed Groves Show? Who are you with now?

THE QUESTION is being asked if J. W. (Pastry) Groves will buy a big flat- car carnival at an early date.

BARD SILLS—Send Frank Bittles address to his mother and sister, Mrs. Bab Sills and Mrs. J. N. Bittles.

MR. AND MRS. FRANK MONAGHAN: The letter from Ralph, N. C., was not signed, so its contents cannot be used. Too bad indeed.

DO NOT GO into winter quarters until the season is over.

SEVERAL very large museums will have the vac in hospital. Just an obvious observation. Send in your announcements.

J. G. XING, letters from Georgetown, S. C., that the Crystal Exposition Shows will again play the annual American Legion Celebration.

HARRY ENGALLS, of Lynn, Mass., wants Stanley Sears to come to Lynn.

GEORGIA NASEER, who was elected beauty queen among the several hundred prelims in the American Shows by a newspaper poll taken at Nashville, Tenn., recently, Georgie is a ballyhoo girl for the "French Casino" and has in Cairo, Egypt, under one of the tours of her parents, who are out of and for the midway world for many years. At present she makes her home at Tampa, Fla. Photo which was taken by the Reddell staff photographer and press agent for Royal American Shows.

with his attorney at once regarding accident case.

MRS. EPPIE CROWSON cards from Abilene, Tex.: "Visited brother and wife, Mrs. L. D. and Ann Zimberoff, the State Fair Shows, in Ennis, Texas."

SAM S. SPENCER letters from Brookville, Pa., that he and C. D. (Jack) Grant have dissolved partnership in the operation of the Spencer & Clark Shows.

GEORGE W. TIFT letters from Wichita, Tex.: "Have taken over the stock, sales, press and mail on Crowley's United Shows. Regards to E. Walter Sams."

RIGHT OR WRONG, some people can explain anything—Tillie Ferrenti.

ED MARSH cards from Washington, that he cannot understand why some showfolk and concessionaries say they are not prevented from getting money when the truth of the matter is that they ain't.

Rex M. INGRAM, in a card from Rockville, N. C., bemoaned the accident to Gloria Allen, parachute jumper, at Blackstone, Va., who died in a plane crash.

GEORGE SPENCER JRS, cards from Brookville, O.: "Mile Von Hotten closed with Curr Great Shows and will open with Prof. M. Shapton on the Erie B. Hyde Shows."

MRS. F. A. SHORT letters from Otawa, Q., that Short's Rambler Neave played Mr. Gledst (O.) Fair to good business and weather and that after two more acts the act will go into theaters.

HENRY C. STUETZ, letter from Jeneres, Pa.: "Who is worried as to whether Herbert Tisdale, Edna Bailey, Hank and Pat Stulken and Benny Wolfe are? Too bad they do not know."

THERE IS NO DENYING the genius of Doc Hodes—Wolfer Til.

AL MARSH, manager Persian Folies with Ideal Exposition Shows, letters from Charlotte, N. C. "There is a cleanup of chart in this town and all wheels on our show were stopped."

MRS. JACK BEL MAR letters from Kokomo, Ind.: "Rocky and proud season, with Roy Gray's Texas Longhorn Shows and also with Sam Houston's Marionettes."

AK, to Mrs. N. J. on the number of the Billboard will contain a regular reader of the paper as copies on file will pass.

F. W. BurRNe, noted for his animal acts, letters from Doylestown, Pa., that he was formerly with Poleck Bros. Cir.

A. B. MILLER, secretary and general manager of the American United States carnival corporation of the Pacific Northwest. Miller started in show business in 1910 as a motion picture operator. From there he went into vaudeville, doing a song and dance act. Following this he promoted country stores in theaters for 10 years. Then he went into plantageland, Seattle, where he owned and operated the National mirror and south-thru show. After this he became manager of the show he is now with, which works he greatly enjoys due to the success achieved in the carnival field in recent years. Photo furnished by Pat Stapen, of the same show.

Banana Trees in Pa.!

LEAKESVILLE, N. C.—A. J. Kauss, manager Kauss United Shows, is probably the only showman who pays to have a shake tree transplanted beside his office, a banana tree with bananas on it. It is 12x16'. This unusual happening occurred on the carnivals at Hatfield, Pa., when the Kauss shows played there recently. On Friday a workman was scheduled to transplant in with a 12-foot banana tree containing a stalk of half-grown bananas which he claimed was grown in Pennsylvania. He was all enthusiastic about show business and how it had built his banana palm beside the office. Canvas of the August 17th act, and the plan was to charge the public 5 cents a look. Whether he will see his hands paid off or that Friday night's receipts provided the winter banana roll is a letter: "Returned from the United States in August and see the number of The Billboard will contain a regular reader of the paper as copies on file will pass."

THERE IS NO LAW against having fun, so all should try to make the most of what life has to offer.

WHITNEY DAVIS cards from Murfreesboro, N. C.: "Frank Pope joined the World of Fun Shows here with his circus concession. We have the entire Children's Day going over exceptionally big. Show is good, fair booked that it will positively play."

FRITZIE BROWN letters from Rocky Mount, N. C.: "People in our business here allow me to say, 'I am with it,' for most of them are now wearing the hula skirts, American buttocks. There was never a better symbol to get one in on any midway."

E. H. SAVAGE, press agent, J. P. Page Shows, in a letter: "Wanted to call The Billboard's attention to what may happen when those top-notch comic shows in ahead of fair but generally play at the fair name for them but cannot think of it now."

ALL ON THE WORLD OF Wirth Shows refer to Ralph W. Smith, secretary and treasurer, as "that grand man in the office."

PRINCE ELMER, of Foley & Hunt Shows, let us know that he, "will play vaudeville and clubs around Los Angeles and Chicago, but still with the Hollywood Midgets Revue on this show, which closed "merch Savoy," have had a good season. Two new people will join my act for winter work."

BILLIE WINGERT cards from Thornton, Ga.: Little Charlie and myself, Mr. and Mrs. William N. Chabot, own and operate the Odditorium, left here for Mt. Verde, Fla., to enter Odditorium. He was the mascot of the Odditorium, he will be greatly missed by all on the show."

WE ARE TOLD that both sides of flat car shows are not suffering, and this is good news for wagons and trucks.—Soapy Clare.

CHARLES COHEN, ride operator and concessionaire with Cetin & Wilson Shows, let us know that all the real big shows are flat-car shows.
Nina L. Remembers Late Walter F. Stanley Kindly

CHADRON, Neb.—Am sorry to learn that no one seems to know the life of the late Walter F. Stanley. He was a very kind and gentle man. He was born in Chadron in 1889, and would have been 68 years old this month. He was a member of the B.P.O. Elks, Portage, Wyo., and also a member of the American Legion, where he served as a Wagon Captain in the cemetery. He died in 1960. He was a member of the Grand Lodge of the State of Nebraska, and also a member of the American Legion, where he served as a Wagon Captain.
ART LEWIS SHOWS

Positively Announces the Following Route

Week October 21—AMERICAN LEGION BALL FAIR—Lafayette, La.

Week November 1—WEST FLORIDA EXPOSITION CENTER—In the Fairgrounds, Pensacola, Fla.

NOW CONTRACTING

This Show Plays: 12 Strictly Bona-Fide Fairs in Florida, Starting JANUARY 3. Route For Complete Information, Write Today to Art Lewis, 115 S. Michigan Ave., Chicago, Ill.

SHOWS

Especially Interested in Monkey Circus, Mechanical City, MIDCotts, Big Cats, Wild Animals, etc.

CONCESSIONS

Must be Strictly Legitimate and Work for Not Over 10 Concessions. All Group Concessions and Game Concessions Accepted.

FAIR SECRETARIES

Duties of Securing a Show That Carries the Largest and Most Modern of Riding Devices (14 Cycles), Assisting the Concessionaire with All Fairs, Etc. Our Show as per Above Route (SEEING IS BELIEVING). Our Equipment Is Kept in First-Class Condition at All Times. You Can Depend On Us.

COME LOOK US OVER AT ANY TIME AS OUR ROUTE

Reach Us From Any Eastern Fairs or Anywhere in the South. Write to Art Lewis, 115 S. Michigan Ave., Chicago, Ill.

WANT-WALCROE SHOWS-Want

FOR MISSISSIPPI NEGRO STATE FAIR

OCTOBER 18 TO 23 — JACKSON

FOLLOWED BY

FORREST COUNTY FAIR, GREENWOOD; FRANKLIN COUNTY FAIR, MEADVILLE; PIKE COUNTY COTTON CARNIVAL, SUMMIT.

Can place any Stock Concession that can work for 10c. No exclusive except Cook House, Ern, Biggin, Fashion Concessions, Paint, Photo, Corn, Cotton. All exclusive sold. All orders acceptable. Just a few left. All orders acceptable. Art Lewis, P.O. Box 2, Jackson, Miss.

WALLACE ROE'S SHOWS

Tylertown, Miss., This Week: Jackson, Nov. 18 to 23.

 Want-WALCROE SHOWS-Want for the Mississippi Negro State Fair

OCTOBER 18 TO 23 — JACKSON

FOLLOWED BY

FORREST COUNTY FAIR, GREENWOOD; FRANKLIN COUNTY FAIR, MEADVILLE; PIKE COUNTY COTTON CARNIVAL, SUMMIT.

Can place any Stock Concession that can work for 10c. No exclusive except Cook House, Ern, Biggin, Fashion Concessions, Paint, Photo, Corn, Cotton. All exclusive sold. All orders acceptable. Just a few left. All orders acceptable. Art Lewis, P.O. Box 2, Jackson, Miss.

WALLACE ROE'S SHOWS

Tylertown, Miss., This Week: Jackson, Nov. 18 to 23.
Several changes in the executive forces of the Yeal Bros. Shows were noted as the season opened at Chicago, Ill., and the management was placed in the hands of David A. Wine, who formerly acted as assistant manager. Mr. Wine was the new general manager, while M. L. Morris, former special agent, took over the general supervision of the Scott Shows as general agent. Claude Varia, one of the long range members of the Yeal Bros. organization, announced that he was leaving the business to join the Wolfram & Posthuma Company. The Yeal Bros. Shows concluded a successful week's engagement at the Trenton (N. J.) Fair, where the company was under the management of C. W. Williams. The Yeal Bros. Shows were announced as being ready to travel to other points, and it is expected that they will reach the next point of destination, Drakesboro, Ky., after having played several Ohio and Kentucky fair dates.

The West Texas Fair at Abilene, Tex., proved to be one of the most lucrative stands of the season for the John T. Worthington Shows. Work done by the shows at Abilene, Tex., included a line of exhibits of household goods, and the shows enjoyed a successful week's engagement at the fair.

The Yeal Bros. Shows enjoyed a successful week's engagement at the Trenton (N. J.) Fair, where the company was under the management of C. W. Williams. The Yeal Bros. Shows were announced as being ready to travel to other points, and it is expected that they will reach the next point of destination, Drakesboro, Ky., after having played several Ohio and Kentucky fair dates.
Havery putting new motors in his V-8 trucks. Pat Hogan, the Billboard magazine says, that he might have everybody on show for that special offer of The Billboard magazine. Clarence-care has combined his two animal shows. Texas Milam making plans for winter season. Natume Satur, with a bad cold, and Mrs. Virge Snow to purchase a new truck. Harry Warne, foreman of Dodge, says that Dodge will be top side for season. Perre O'Gilliétte far in advance, trying to book a spot where he thinks it won't snow. Middle Holding. Very fine bus and team were added here. Snow all bought diamonds at the local auction. Showman's panther's also looks good this season winter.

A. B. MILLER.

Heth Bros.' Southern Shows


Very bad railroad connections from Roane State Park. Bus Monday, Tuesday, and Wednesday, this week. Business fairly good this week. Bergen's, all of a minor nature, were very strong. Abandoned Del Ward, Fred Baker and Curley Smith had their usual strong weekend of winterized workings of Octopus, Lindy Loop and Speedway. Roy Shepard had his usual strong weekend at early and late hours. Mike Bubens, busiest talker, hearing slowest of all the givers to his water show. Mrs. Barney, George and Fred Barnes of conch circuit proved popular. Just as a matter of record, various and sundry children, tourists, and relatives, of a school at each town. Cash Miller insists that his mount was the very best for college.

WALTER HALE.

American United Shows


All agents and ride boys were overjoyed over the extremely good weather. Ken Griffith left show at Pocatello, Ida. Roy Holding left to play Salt Lake Fair; will return at a later date. Roy added a new ball game at Twin Falls. H. A. Werner and Joe Heath at Twin Falls, reporting a very good week. Johnny Jones from Hagerman, Ida., is a very hard working man at his game. To have fair to take up his electrical work. Clarence (Doctor) Carr left his favorite monkey in Twin Falls. But he got into city power house and across high tension wires. Neighbors were very upset carrying the tank. Manager A. B. MILLER.

Joe Staley and Roy Holding returned from a trip toamping at Tule Lake, Calif. (Depp) Allin still in charge of gate and sound truck. Mother Allin working ticket booth all week. Neighbors: Mr. and Mrs. Frenche Hausman and Mr. and Mrs. Beelke, who are doing advance for Plunkett's show. Roy Held added a new storage at Twin Falls and show will play theaters for winter. Mrs. Ray Bernig was at Fairview, Ida., last week. The worst case of pleurisy, Athlete Show attended a new business for very good business due to cold weather. Latter part of week a little sick. Louie Satterfield took for weak, Dodge second. Athlete top show, Ten-cent gate. Ten shows last night that left to play Fair are back on lot. Roy Holding held big crowd last night. Roy left show for Seattle to attend wedding of her daughter. Paul and Joe, of girl show, left with her mother to Chas. Lord's show. Holding reports best season for her girl show in years. Visitors: Joe Ferguson, of athletic fame, and R. F. Snell, of the Bipole, was Sunday, auditor, says that Social Security will sure win first place. Wayne Buell bought a Chrysler car. President H.

Hennes Bros.' Shows


Arrived in Laurel at 6 p.m. Sunday night after a 600-mile run from Decatur, Ill., and over 2,000 greeted them when it opened Monday noon. Visitors included Mayor G. W. Hooke, Sheriff Charlie Thompson, Richard R. E. (Dick)

Booth, President Dave Mattson and Harry and Alto Curner.

Leonard Fields is now presiding in office wagon. Clint N. Noble has Perry Arndt's (Bibs) Loiter on an extended business trip. Eddie Clark, concessionaire, claims distinction of having sold most tickets for Showmen's League Cemetery Fund benefit at Detroit.

Myles O'Harly is working six right now in Bill Kemp's Lion Motor-Drome. Roland Davis, advertising agent, has several shows in northern United States. Mr. and Mrs. Snow, with show in St. Louis and St. Louis farmers fair, as did Shetler and Skoow Lorow with their Believe It or Not slides.

Casey Concession Company donated twenty-five dollars to the show which was staged by the show in Detroit. Barbara Grantham is doing an outhouse business with his show. Mrs. Organic (Mour) Laird and wife Mildred have Guen White's Stunt act. His Dyer's Junction is also doing ooh.

WALTER D. NEILAND.

Kaua United Shows


TWO INTERESTING SHOWMEN APPEAR HERE as interested in an interested show. Both John W. Wilson, general manager Gielin & Wilson's "Water Carnival" and, right, George A. Hum, the world-famous outdoor operating firm, L. C. (Ted) Miller, press agent who supplied this photograph, says they were playing in corporations stands of the fair in the City of Lexington. Now a Dollar Star, an absolutely exclusive stand, "Mr. Good's Cornet Mart". Mr. and Mrs. Young, the show's business manager, and Mrs. Reed, the show's secretary, are the two shows, one ride and eight concessions.

W. J. JOSEPH.

Regal United Amo Co.

Centre Mills, Tex. Week ended October 6. Location, fairgrounds, Aspilus, fair started Tuesday, Business, fair.

Large crowd attended on opening night. Everyone arrived safely from发展理念. For first night of fair. Bud Meadows and Raymond Reigard are recovering from an auto accident at Elizabeth. Bud suffered a cut to the knee and Raymond a broken collar bone. Claude Williams, Jimmie Chad, and John L. Martin looked over Aspilus in Atlanta, Kans., and State Fair show in Ennis, Tex. Mr. and Mrs. David Wilke, of Milwaukie, Oregon, visited the show, and Mrs. William Wilson, of Milwaukie, Oregon, visited the show. Dot Williams drove to Springfield, Mo., and was met by her parents and to attend the wedding of her sister, Louise Quaint. And A. N. Landon are again with the group, and are making a business trip to Houston. Manager W. E. Mitchell, and Mrs. Robert Haines have added a new show to their list, May 12. Her father, Cliff Mitchell, and family joined. Loune and Beulah Kull visited home folks on way south. W. E. Mitchell is a new Geek show man. Merry-Go-Round has done 25% increase in roof coat paint.

MRS. L. A. NEWLAND.

Hilderbrand's United Shows

Grants Pass, Or. Four days ended September 25. Aspilus, Josephine County Fair, Location, fairgrounds. Weather, Ideal.

What was the most successful day of the show? Monday, Saturday night with a record-breaking stage of the show and gave everyone a good number. The stage in front of the theater was fully crowded. The stage in front of the theater was fully crowded. The stage in front of the theater was fully crowded. The stage in front of the theater was fully crowded. The stage in front of the theater was fully crowded. The stage in front of the theater was fully crowded. The stage in front of the theater was fully crowded. The stage in front of the theater was fully crowded. The stage in front of the theater was fully crowded.'

West Coast Amo Co.


The Lodi, Calif. Fair, with an attendance of 125,000 for three days, with parades, pageants, March of the Giants, and other features, was a great success. The closing grand finale featured a parade of glory for the Lodi, Calif. Fair. Both units were used, making a total of 10 rides, 10 shows and 25 concessions. Mr. and Mrs. Ben Roberts, of the Best Bike Concession Company, which is headquartered in Carl Oato, of California Highway Patrol, will be in charge of the fair. Both units were used, making a total of 10 rides, 10 shows and 25 concessions. Mr. and Mrs. Ben Roberts, of the Best Bike Concession Company, which is headquartered in Carl Oato, of California Highway Patrol, will be in charge of the fair. Both units were used, making a total of 10 rides, 10 shows and 25 concessions. Mr. and Mrs. Ben Roberts, of the Best Bike Concession Company, which is headquartered in Carl Oato, of California Highway Patrol, will be in charge of the fair. Both units were used, making a total of 10 rides, 10 shows and 25 concessions. Mr. and Mrs. Ben Roberts, of the Best Bike Concession Company, which is headquartered in Carl Oato, of California Highway Patrol, will be in charge of the fair. Both units were used, making a total of 10 rides, 10 shows and 25 concessions. Mr. and Mrs. Ben Roberts, of the Best Bike Concession Company, which is headquartered in Carl Oato, of California Highway Patrol, will be in charge of the fair.
block of each other. Drivers escaped injury. Car owned by Mr. and Mrs. Thomas J. Pepper, 37th Street and Michigan, was involved in a collision with a car driven by John J. Smith, 37th Street and Michigan, in which both drivers were injured. At the time of the accident, Mr. Pepper was driving east on 37th Street when he was struck by a car coming from the opposite direction. Mr. Pepper was taken to the hospital, where he was treated for injuries to his head and neck. Mrs. Pepper was also taken to the hospital, where she was treated for injuries to her arms and legs. The accident occurred at an intersection on 37th Street and Michigan, and the cause of the accident is under investigation. The intersection was closed to traffic for a short time while the accident was investigated.

If you have any questions or concerns about this event, please contact the police department at 555-1234.
BROWN NOVELTY SHOWS WANT
FOR SOUTHERN FAIRS; ARLINGTON, GA., October 18; CAMILLA, GA., October 25; QUITMAN, GA., November 1; CHEPPOD, GA., November 8; DACUL, GA., November 15; PERRY, GA., November 22; LUDOWICI, GA., November 29; ATLANTA, GA., December 6; COLUMBUS, GA., December 13; and several good Grand Shows. Address, F. J. VASQUEZ, Mgr., Butler, Ga., week of October 11; or as per route.

ATTENTION SHOWMEN!
NEW SPILLMAN FUN HOUSE
Opened Winston-Salem, N. C., proves big success. Invitation extended to everyone to view it in operation on World of Mirth Shows, balance of season.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
World’s Largest Manufacturer of Amusement Rides

CARNIVALS
October 16, 1937

Doddson World’s Fair Shows
Lexington, Ky.—Week ended October 3.

FAIRS AND CARNIVALS

Wanted
FRANKLIN COUNTY FREE FAIR
“Carnival Celebration”
OZARK, ARK., October 25-30
INDEPENDENT SHOWS AND LEGITIMATE
Write or call: GARLAND MICKLE, Sr.

Wanted
for Jackson, Ga., Fair
Week of October 28, Will look Shows, Bands and Attractions of all kinds. Like to have two Shows, one for Hot Afternoon and one for Evening. Write or call W. H. ROBERTS, Box 190, Columbus, Ga. Week of October 15.

WANTED
FOR FALL FAIRS AND CARNIVALS

RUTH BECKER, 524 W. 10th Street, Des Moines, Iowa, will pay highest prices for

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Pro Features Pull 40,000 at Keokuk

KAOOK, Ia., Oct. 9.—Staged annually since 1931 by the Keokuk Chamber of Commerce to promote good will and furnish high entertainment to citizens, the Fall Festival here on September 29-30 attracted 15,000 persons from all sections of the country. Of these, 10,000 each from Illinois and Missouri and 5,000 from Iowa participated in the big event. Attorney General Fred T. Witter awarded the First Place trophy to the parade group. The parade was decorated with floats and posters, and the Floats and Marching Bands were judged on their merit. The parade was followed by a pageant and the grand finale was the lighting of the large electric lighted display.

CHEMICALS

Jubilea Loss Is Underwritten

KANSAS CITY, Mo., Oct. 9.—A net loss of $20,000 on the city’s second annual Jubilea was reported at the Festival Executive Committee meeting here yesterday. The festival executive committee, back of the Jubilea, is under the direction of Committee Chairman W. H. Sturm and Law Sawyer, of the executive committee. The Jubilea is sponsored and under the direction of the city’s two newspapers, the Kansas City Star and the Kansas City Post.

Newcombe Directs El Paso Fete Again

EL PASO, Tex., Oct. 9.—Vernon Newcombe will again direct the El Paso Fete, a grand social event which will take place in mid-October. The event, which is one of the largest in the country, is sponsored by the El Paso Chamber of Commerce and is expected to attract thousands of visitors. The location for the event is the El Paso Country Club.

Milwaukee Festival Rents With Joint Meeting

MILWAUKEE, Oct. 9.—The Milwaukee Festival, one of the largest in the country, will be held in mid-October at the Milwaukee Auditorium. The event, which is sponsored by the Milwaukee Chamber of Commerce, is expected to attract thousands of visitors. The location for the event is the Milwaukee Auditorium.

COUNCIL BLUFFS, Ia., Oct. 9.—Farms and Merchants Fall Festival here on September 29-30 was declared the best downtown celebration, after 30 years, with a reported sale of D. Murdock, in charge of promotion. The festival was sponsored by the Council Bluffs Chamber of Commerce and was expected to attract thousands of visitors. The location for the event is the Council Bluffs Auditorium.

New Annual Slated in Ohio

MOUNT VERNON, O., Oct. 9.—Sponsored by the American Legion Post three-day Community Fair on streets and committees sponsored events. The event was expected to attract thousands of visitors. The location for the event is the Mount Vernon Community Fairgrounds.

Randee County Strawberry Festival

HARDEE County Strawberry Festival Bowling Green, Fla., has booked Art Lewis for the midway, reports David A. Holt. Lewis is expected to draw large crowds to the festival.

Free Arts for Home Show

HOPKINSVILLE, Ky., Oct. 9.—Free arts will be among features at Christian County Home and Farm show this month. The Agricultural Exhibition here, co-sponsored by the County Farm Bureau and Chamber of Commerce, will host Secretary C. W. W. Filling, Jr. Filling, Jr. and Mrs. B. J. Filling, Jr., and Filling, Jr., will host the event. The location for the event is the Christian County Fairgrounds.

Midway Biz Big

AT N. E. Ohio Expo

CUYAHOGA FALLS, O., Oct. 9.—A four-day exposition ending here on October 11, sponsored by the Youngstown Rotary Club and Fair Association, is expected to attract thousands of visitors. The location for the event is the Cuyahoga Falls Fairgrounds.

WANTED for 8th Annual TOBACCO FESTIVAL

Maysville, Ky., Nov. 22 to 27, includes the largest Indoor Festival in the country. Exhibitors, including many from foreign countries, will be on hand. The event is sponsored by the Maysville Tobacco Festival Committee, and is expected to attract thousands of visitors. The location for the event is the Maysville Fairgrounds.
MEMBERS of the new extinct Solomon & Dorman Shows are shown in the picture taken at Staten Island, New York. Among these members are Walter B. Fox, now assistant manager of Wallace Bros. Shows; James Dunleavy, George Hamilton, W. B. Myler, Doc Becker, Prof. Phillip Espicito, and Ben Dagen. Mr. Fox's show has been in business the year the picture was taken and in later years served as general agent for Nat Narder's Majestic Shows. Mr. Fox made his debut in show business the year this picture was taken and the old days are still living will be welcomed. Remember, photos must be used for reproduction purposes. They will be returned if so desired. Address them to Show Family Album, c/o Wm. Hett, Kedron, Wash.


GIRLS WANTED FOR MAGIC SHOW: Experienced not necessary. Must have style and excellent figure. M. E. CURTIS, 1474 South Main, Los Angeles, Calif.

PEOPLE WITH TALENT WANTED: Must be able to perform. Address: W. A. HARRISON, 1320 South Main, Los Angeles, Calif.


WANTED FOR SPRING AND SUMMER: A large, beautiful, crystal chandelier. Address: W. S. Hett, Kedron, Pa.


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BALLYHOO

(Continued from page 59)

second day nobody applied for work, although a money-way to fall only
52% in all. Wednesday was advertised
"California's Day." Schools failed to close
during the day, but the weather came out sunny and a few
thousand spectators were on the train, to which
officer closed them off grounds.

Thursday our well-advertised Pat Bar-
non Day drew a large crowd. The mar-
barbecue hungry natives to
keep up. Although the clouds were
coming and clamping for admission, a
was held. The only music box that
pitched front of the fair Monday
trumpet sound unanswerably
the air. The Pat Bar none Day was
This is Pat Bar none Day at your fair,
Gentlemen and Parishioners, and
good looks for the opening
day of the fair.

One of the most glorious breaks of
was the grand opening of the fair's public office planned a three-
public forum with a letter that
"one of the best shows that it is" made at the opening
the next day.

Please publish fact that booths did not
go to fair seemed its usual
attempts that we broke all records. Here
kind of this year's figures by
Monday, Tuesday, Wednesday, Thursday,

R. & C. U. (Continued from page 59)

Rubin & Cooper's show in a telephone
T. Y. O'Connell for the show reported
the first time that the fair was not
proved by the 6500. It was
dowly dragged down on the Chilhowe
and was not, indeed, the lowest
was now being filled in by the
for the whole run of the week
much-expanded and well-drained
way. Rubin & Cherry Exhib-
George C. Brodrick, for the weekly
John C. Beeding, was for the practical
resolution of the issue with an act of
about the show. He
the week.

Probable idea of the talkers was
Whitey Wood, who came from Great
and New York, where he was
represented, which was a
mystic show.

W. OF M. TOPS

(Continued from page 59)

playing against the light of reality
this has surprised anything I've
when a crowd spends plenty of
that business is booming in Richmond.

These shows here were this year's Oddly,
the "Tallahassee Flim-Flam-er" and
Bolero Cuban Dances, with their
band, "Lady Godiva," the Cotton Club
and the "Flying Flea," a tiny airplane,
billed to perform the aerials, and
the English Channel.

Rides and concessions at the fair were
all of the shows during the week. All
the Kiddie rides reported that they had

No Compliments

For Texas Legislators

AUSTIN, Tex., Oct. 9.—Legislators
were the target for several comic pieces
Ringing-Barnum Circus here October
1. Although they were said to be the
was that once before the census and the
legislators were out of session, they were

Many members of the House were di-

week-end recites a bill taxing circus
billed to attract the attention of the Legis-

passed. Some of members of the House
pledge to close down circus running cir-


RAS MIDWAY

(Continued from page 59)

doing the better business than the show.

The weather conditions prevailed
Monday through Thursday and brought
winds into the fair grounds, making Friday
morning a slow drudgery for the fair

Touring the midway the week was
affected over the facilities of the Bigtop
Wagon, a station owned and operated
by Mr. J. L. Languid and "Davy" Mullen.

They reported that Mrs. J. L. Languid
and Mrs. W. J. Stanfield were
at the fair, and the financial
will be made later.

SAWSTUD AND SPANGLES

(Continued from page 39)

been reduced. By reducing the license
on the admission of the public to the
they have the big top exhibits there in
or the public who have a high or
prohibitive license fees are now
Chillilouco and out the license fee. It
be what we shall not see at any
Do not that make
good common sense?

UNDER THE MARQUEE

(Continued from page 49)

and New York, with the admission,
which has been 100 per cent in every respect.

GEORGE ELLIS, formerly with
balle-Filo, at G. Barnes and
Hunt, 1000 South Tenth Street, New York,
the New York office of The Billboard. He

Tenor, in Oklahoma City, the Whitepig
where he promotes boxing and wrestling,
with the famous Houdini, and
in touch with advance crew thru his
brother, J. H. Ellis, on the Barnes-Filo
radio stations.

COLE BROS. Circus at San Ber-
darino, Calif., had a two-thirds
time of the performance at the Big Top,
and at night; El Centro, one
show to good business.

THE WOLL OF the late Alfred Wolfe
was selected 3900 at Probate Court,
"Tulip." Bob Wolfe was
named administratrix to handle
the estate, Bob Wolfe's
less than $2,000, to various relatives
in Vienna, Austria. The estate was described
of the amount of $11,000 in personal
as consisting of about $11,000 in personal

The Woll was grouped with the Barnes show for 12 years. Wolfe
was this big show performer. Wolfe died in bed, while the
Billboard, Circus last year.

Poor Biz for WPA

At Forest Hills

NEW YORK, Oct. 9.—The WPA Federal Radio Project, out of Forest
Hills engagement October 2 to the
Circus, who were being the only decent house of
the WPA's big shots in Washington. Public
there for a broad coverage of the WPA "big shots" in Washington. Public
houses there for a broad
coverage of the WPA "big shots" in Washington. Public
American Manufacturers
Set Up Japanese Boycott

Hit by Japanese competition, manufacturers capitalizing on anti-Japanese sentiment permanently boycott Japanese goods—threaten court action against distributors

NEW YORK, Oct. 9—American manufacturers who have suffered from Japanese competition have organized to establish a permanent boycott against both Japanese goods and manufacturers. 

The first meeting was held on Monday where distributors and retailers and wholesalers and manufacturers discussed the situation.

The American manufacturers' group is reported to have organized to attack the problem from an entirely new angle: they plan to combat Japanese imports not only against wholesale and retailers handling Japanese merchandise but also against manufacturers producing goods imported from Japan.

Aside from its propaganda activities against Japanese products, the organization intends to attack the problem from a different angle. They plan to combat Japanese imports not only against wholesale and retailers handling Japanese merchandise but also against manufacturers producing goods imported from Japan.

NEW YORK, Oct. 9—Gilbert, attorney and executive secretary of the newly formed American association, says the boycott is intended to be voluntary and that it will be carried out by the new organization, which he calls American manufacturers.

Gilbert, who has been associated with the movement for the past 14 years, says the idea of the new organization is to do away with the difficulties encountered in organizing a boycott against Japanese manufacturers.

The new organization will be under the leadership of Senator W. Warren Barbour, of New Jersey, one-time American consul general in Japan, and long an active foe of Japanese competition, has pledged his support with the new organization.

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Glassware Going
Strong in East

NEW YORK, Oct. 9—The accelerated demand for glass products and the activities of local and national advertising agencies have given the industry a strong boost.

Not only are the usual channels asked for the new merchandise but orders increased that much of the goods is going to new outlets this season.

Use of multiple-unit sets of glassware by salespeople as play-getting aids, for instance, has been an important factor in the comeback of glassware. The glassware industry's machine operators are among the biggest users of the goods, according to a report by the Eastern States Board of Trade. It is pointed out that more and more operators are using glassware as an aid to their work, and that a large portion of the glassware items are used as a means of entertainment. While it is hard for operators to overcome lagging play, the present number of glassware and glassware-woven sets with attractively trimmed goods can be found in any size and design.

Customers Perpetuating

The permanent ultra-modern set at the front of the glassware and glassware-woven sets with attractively trimmed goods can be found in any size and design.

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Bingo Season Gets
Off to Fast Start

NEW YORK, Oct. 9—Bingo got off to a fast start during the last few weeks, according to reports, with the number of people making the rounds of the various clubs being up sharply.

Several elaborate bingo palaces in Manhattan, Queens and Brooklyn are rumored to have been scheduled for an early opening. Merchandise awards will be featured, and operators predict that the play will be more than the usual amount of interest.

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Razor Manufacturers
Begin Sales Campaign

NEW YORK, Oct. 9—Razor manufacturers are launching intensive advertising campaigns in newspapers and magazines to attract sales.

The companies are trying to increase their sale of razors, which have shown a decline in sales in recent months.

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Measuring Spoon
A kitchen necessity that every woman needs is the Measuring Spoon, according to Specialty Merchandisers, who have just introduced it to the trade. Spoon measures 7½ inches by ½ inch. Spoon's bowl has a maximum capacity of 1 teaspoon, 1½, 1, ½, 3 and 4 teaspoons. The sliding gauge measures the contents accurately and pushes them over the lip of the spoon under gentle thumb pressure. Number has instant eye appeal and obvious value.

Water-Pen
Just as it is written ink is the manner in which the manufacturers of this latest ink in writing sticks describe it. A large proportion of ink in the feed supplies the ink. Water comes in contact with the ink stick only when the pen is being used. This patented feature is said to assure clear writing on any predetermined density, thus eliminating smearing and unhappy results about four months and a considerable part of the pen contains five extra sticks that are said to be even easier to insert in the pen than a lead in a mechanical pencil. Pen is available with either 14-carat or tone triangular-pointed points. Comes in six rich colors. "Ink is not included with pen, but may be bought for eight dollars and for price and premium promotions.

Table-Rol
Table-Rol is the perfect bridge-scoring platter on which the game is played with three score pads. The score pad is attached to the table by means of steel springs which hold the device securely in place. It rests practically flat with the table top. A three-inch edge covering the playing surface. Table-Rol is out of the way in the game score is always in plain sight, showing the plus or minus standing of the opponents. Contains printed score sheets for 200 matches. Each roll may be purchased for a nominal sum. A complete set of the table cloth will not mar the table finish. As pressure is applied to the underside of the table top.

Liquid Thread
Liquid Thread, a product said to simplify that ever-present task of repairing jerseys, socks, etc., has just become available to the public in a jar containing four months and a complete jar contains ten extra sticks that are said to be even easier to insert in the pen than a lead in a mechanical pencil. Pen is available with either 14-carat or tone triangular-pointed points. Comes in six rich colors. "Ink is not included with pen, but may be bought for eight dollars and for price and premium promotions.

All-Purpose Camera
The new Moviemaster camera is an all-purpose camera which combines "three cameras in one," according to General Motion Cameras, Inc., manufacturers. One film is capable of taking either color or black and white pictures, 40 square or 35 square pictures, which when developed may be bound into a 35-millimeter movie book. Uses 16mm. film, and original pictures can be made for developing and printing. Camera is small, compact and easy to operate. Comes in a variety of models and sells for as low as $1.00. Special quantity prices make this camera a natural for sales and board promotions and premium promotions.

Gauzaid
An improved form of self-adhering bandage is the new Gauzaid recently introduced by the firm of the same name. Article is described as being a pure cotton crepe bandage that adheres only to itself. Differs from old-style adhesive in that it does not stick to the skin, hair or clothing and is not affected by water, oil or gels. Will not stretch or deteriorate and is said to be adaptable to a wide variety of first-aid uses. New improved form of this product is expected to score a big hit with doctors and nurses. The item lends itself to a good flash demonstration.

Micro-Lite Key Case
A new product of the Micro-Lite Company is a combination key-case and miniature flashlight. The tiny flashlight is molded from plastic in seven different colors and throws a powerful 100-foot beam. Flashlight is attached to black leather key case and name and address can be inexpensively imprinted on Micro-Lite. Item not only has an appealing appearance, but a multitude of uses. Takes standard battery and bulb.
Panda Bear
- Sensation of the Wholesalers and Dealers, plus amateurs. 50% off in most cases. Money making business. 
- $2.50 Each
- 25¢ extra items sent.
- Height 27 in. Indoors or outdoors. 
- Keep in box, super-keep.
- PERSIA MFG. CO.,
  416 South Persia, Chicago.

PEN OPERATORS-SAVE TIME! Order Out of Chicago
As soon as papers are published and what with is being printed, write for what is wanted.

STARR PEN CO.
Dept. 1-0, 800 W. Adams, Chicago, Ill.

PLASTER
Order from Us
Large Assortment. Glossy Finish.

COSIMINI MFG. CO.
200 Valley Mill Rd., Raleigh, N. C.

Buy Luggage With Service Guarantee
ART LEATHER NOVELTY CO.
740 Kester Street, Wailington, N. J.
Manufacturers—Aeroplane Luggage of All Kinds.

Playland is manufacturing the "Noveltie" line of radio and television sets, in both the 120, 110, and 50-watt portable systems. Each set has a built-in speaker and a small auxiliary receiver, with an adjustable head that permits the unit to be used as a portable radio. The "Noveltie" line is designed for use in the home, where its compact size and portability make it a valuable addition to any room.


Resident Silver Manufacturing Company is marketing a flash-line set of Lucky pocket rings. Comes in hard-smoothed assorted colors with fancy open adjustable white metal shanks. Six dozen mounted in attractive display, one-half dozen for each size of the socket.

President Noveltie and Jewelry Company, 10 E. Chestnut, has issued a new catalog of jewelry sets. The catalog includes a wide range of styles, from simple and elegant to ornate and extravagant. The sets range from inexpensive to expensive, with a variety of materials and designs to suit every taste.

Great Britain bought more toys from Germany during the first six months of this year than any other country. In this period of 17,700 sets, German toys worth about $1,000,000 were exported to Great Britain—about one-third of Germany's total toy exports.

Playland Supply Company, Inc., well-known manufacturer of radio equipment, has issued its October bulletin containing illustrations of more than 80 new models in consoles, midget sets, and other items. The models are especially designed for price and premium buyers.

Goodman Wonder Show
- Washington, D.C. week ended October 2
- No. 409: Location, Massachusetts, Pastoral, Central and Cleveland. The show, which cost $17,709 in materials, was a success, as the showmen were able to attract a large audience during the performance.

Royal Amusement Co.
- Portland, Ore. received a new line of novelties, opposed to the usual business section. The line includes a number of new and interesting novelties.

SHOW LETTERS
- Milwaukee, Wis., Oct. 26
- "We were pleased with the nice size show today. The exhibits of the different novelties were outstanding. The exhibits of the new line of toys were especially interesting. We hope to do more business with the Royal Amusement Co."

Crowley's United Shows
- Amarillo, Tex. Tri-States Fair, Sept. 29-
- Los Angeles, Calif. Showed a complete set of national acts in a small town. The acts were well-received by the public.

Early Thursday morning Motorcriterium featured a new and unique type of show, the "Motorcriterium," which promised to attract a large audience. The show was held in the heart of the city, where it was expected to draw a large crowd. The show featured a variety of acts, including acrobats, clowns, and other performers, all of whom were dressed in colorful costumes. The show was well-received by the audience, who enjoyed the entertainment provided by the performers.

Pen Operators-Save Time! Order Out of Chicago
As soon as papers are published and what with is being printed, write for what is wanted.

STARR PEN CO.
Dept. 1-0, 800 W. Adams, Chicago, Ill.

PLASTER
Order from Us
Large Assortment. Glossy Finish.

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740 Kester Street, Wailington, N. J.
Manufacturers—Aeroplane Luggage of All Kinds.

Showmen with a New Line

Howard golden showmanship and\r\nentertainment that amazed the audience.\r\nThe perennial fairs displayed an\narray of exhibits, including a variety of\nmodels and novelties. One of the most\nnotable exhibits was a new line of radio\nand television sets, which were designed\nfor use in the home. The sets included\nportable speakers and auxiliary\nreceivers, allowing the units to be used\nas portable radios. The display also\nfeatured an assortment of jewelry sets,\nwhich were available in a wide range of\nstyles and materials. 

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REPORTS EMERGING:

From Lebanon, O., indicate that the Fair is in total sale but the total general in general was concerned. Among the most popular in the list was George Hess, Tommy Burns Jr., George Handy and Glenn Reeves. First named worked a fine business in the show list, except perhaps for the biggest of the big boys. Second, he was well over the old bag and not a bad sale to those who came.
NEW BEST SELLERS—Write for Catalog No. 31

Featuring big values in
Whiteside’s Mints
Pep Drops
Photo Jewelry
HARRY PAKULA & CO.
D. No. Winson Ave.
CHICAGO, ILL.

NEW FRENCH MAGIC FLUID
MAKES MONEY FOR PITCHMEN

$9.00 Double Glass 
(One Glass Inclu.
SLOANE PRODUCTS, Inc., 
143 West 41st St., New York City

Hobbies, Al Goldstein, Matt Herman, Joe Morris, Sammy Robbins, Al Waxler, Harry Corey and Lenny Crandell. The boys cut up some wonderful jokes and there is still a discussion on as to who is the king of jests men. We have, however, decided that Harry Corey can and will cut up the champion laugh- sters. The best big bottle will be held at Shepprog, La. 60 Los Angeles B. D. Salient Bond and the rest of you fellows, be sure to attend the next round there before we all scatter for the winter.

REALITY LIVING...

in the winter is what counts. Why not come over this afternoon and get that “item” before there is any of the hard-edged dough. As a last resort, better give out with that persistent energy. That’s not time left.

WHILE ATTENDING...

a recent performance of a well-known magician Ole Hill heard a way in the audience remark: “only bad feature about being a magician is that you can’t smoke while you’re living!” This can be well applied to some pitchers we know.

THINGS WE NEVER HEAR: “The merchants of this city are going to run the pitchers.”

ANTHONY PARADISE—
tells Lyman, Mass., that he has been working to some sweet spots in Chicago.

JIM BARBER—
West Coast pitcher, was returned the other day from Seattle to New York, the result of a radio audition contest conducted by Dan Armstrong, of New York. As a result, he is engaged for six-month engagement over three stations.

ODYSSEY DAN—
race is to be his share of the loot on Main street, Los Angeles.

BILLY WESTWOOD—
writes from Los Angeles that he is getting ready to run the pitchers every Sunday here. It’s similar to Maxwell street, Chicago...

NOTES FROM THE—
sidewalks of New York by Carl Herron: Orchard Park, Ohio. Some have a home in every corner of the city.

BALLPARKS are the keeping the boys from making many good noon-hour pitches, be- cause the players are a policeman front of each one. Dedication of public offices, Vevey Street, has opened several new spots for the pitchers, who are making the most of them. After work, pitchers are taking to the streets of the city, which has been also opened many of the regular noon-hour pitch spots.

LORING’s on West Street, which has pitchers on most half way across the East River, has also become a haven for pitchers during the noon hour. Middle East, known as Darky Kingdom, is getting lots of dough, but it was given out as old.

HAPPY-Con-Landy Aarons is still preparing a cigar in his mouth. Astrology has been late predictor on another.

STRANGE things for out-of-town pitchers—do see: Watching the big tips on 14th street and never seeing a passout... All magistrates in the city are doing their duty by giving the boys $2 to $6. That is all, except Brooky. And no true words were ever written than the one which follows: Almost dead on the street the other day, a pitcher fainted. They crowd the sidewalks in droves and shouts, but none so as to see a little department wagon, whose men in blue jump out and run for you, and then roll along to the West side court without delay, and those who don’t put up a fight can see the outside from within.

WE CAN’T understand why another estimable elect to brag about what he used to be, while many newsmen work all around him and snatch off most of the long green.

MORRIS KARSTROFF—
knuckles from Atlanta, Ga., that he has been working to good takes in that territory.

PROF. JACOB SCHWARTZ—
from Kansas City, Mo., under date of October 3rd, just looking for a way to plan a pitch or two. A little weariness with a second year in the fall, but the Allentown’s always the best. Hagerstown, of Pennsylvania, has a bunch of new people who is taking over the city. The mutuals are working hard, and the boys are coming in.

IF YOU MUST make a bloomer of it do it—
with a smile. Try again like a good loser and not a colossus that walks.

CHIEF GRAY FOX...—
Haverhill, Mass., is on his way to the White House. He merges with the band and the band with the crowd. This theme is to be made a part of this song for a change.

THE LONG GREEN—
come to those who get out and go to; not to those who sit and wait for the same.

B. L. MURRAY—
is still clicking with coils in Detroit, and according to reports from there.

TERRY GOLDSTEIN—
of hummeh fame. How are things going with you?
Hartmann's

THURSDAY'S RACE

OPERATORS of gimmicked games will have more worries if a step taken in Oklahoma City spreads throughout the country. The step was in the form of a condemnation of such games but comes from a different source than one is accustomed to—high school.

The matter was covered in an article that appeared in The Oklahoma City Times shortly before the Oklahoma State Fair was held. The article is headed "Herring Warns Pupils Against Fair Gambling" and contains a bank reading: "Assembly Is Told To Stay Away From Fairs." The words "fair gambling" might bring a smile to you as did to us, but, of course, we must not look upon such patriotism to honesty. The article reads as follows:

"C. E. Herring, principal of Central High School, is a mathematician, and to him the money at the State Fair is not a play, but an offensive, because you haven't got a chance."

"Thursday, in student assembly, he advised Central students 'not to gamble your money away on a thing that's sure—for the other fellow.'

"Monday is school day at the fair and as such is free in fee, he began to get in my say now when you're in your right minds."

"When you get act on the midway and see the kiospas they just don't stay in their right minds. The student body roared."

"It makes me sore to see those fellows take your money and not even give you a dog's chance. They make a kick to the county in one car, and don't use them or clean."

"Do they play the other fellow's game. He's there to make as much money as he can. You simply drop three balls into the small wood tub and they put them up."

"You don't see them on the lever or you don't know the tubs are tilted scientifically, so you play again.

"Those wheels they spin again while you spend good money trying to stick darts into them would be all right if the darts would go in the numbers where the worth-while prices are. But they don't. The wood on those numbers is hard.

"Saving what he termed 'the silliest' form of fair gambling, Herring said he could not understand why people will pay 10 to 20 cents to be told something they already know.

"It's not paying that money to have a fellow guess within three pounds of your weight. That game is a six-pound layaway and anyone could guess that close."

"Such stuff is bound to hurt legitimate games the same as fixed games, at least until the public is convinced. The agents are really what they are accused of being.

"We don't agree with the principal at all in his condemnation of the weight game. It's a guess game, the same as anything else. You will get a lot of fun out of this whether or not they have their weight before the fair."

"The fun is in seeing how close the guesser can come to being correct, and that is the judgment of the State Fair. If the guess is not within three pounds, it's a free game, and weight-guessers get a cent a throw we'd like to know who they are. And can you imagine anyone buying a ticket to the principal's smile, bold to guess within three pounds of a person's weight? That's bosh, bosh, if you ask us.

Bautly's All-American Shows

Beaverton, N. C. Five days ended October 12 when the Beaverton Fair ended in record-breaking attendance. The weather was fair and business fair. Show pulled on lot in driving rain which did not abate until Monday night. Ground opened in shape for early Wednesday day opening. Cold and light attendance Thursday and Friday, cool that business. Saturday, pay day at all the tobacco factories, showed a good attendance and big night business good rides and stands. Management had first experience with new North Carolina State Fair, taking a trip to the South and meeting many officers of the fair.成绩单, secretary-manager of the fair, gave show full cooperation. Show was handled by Riggs Bros. Circuit. Added concessions: J. O. Connelly, S. M. B. Seraphin, J. J. Hughes, Mrs. William Buckland, Mrs. and Mrs. E. A. Decker, Jim Brown and The Lazy Light. With light business on lot Wednesday night there was an early full house at the club meeting. Mr. Myron House, emcee, member of crew, received credit for one of the most interesting meetings of the season.

As a guest, the Ferton Lewis Company presented the grandstand show, which responded in real trapper fashion to the first time in a season. The show has not been surpassed during the existence of the show. Being a completely different good fellowship. Guests were Rose and Roy Lewis, Betty Boyd, L. B. McAllister, Berta Hoffman and Herb Miller.

CHRISTMAS CARDS

SOUTH STREET MUSEUM

OPEN OCT. 10—PHILADELPHIA, PA.

WANT FRANKS and all variety of Side Show Acts. Also Managers for Ringling Bros. or any shows. B. H. CROSS ENTERPRISES. All winter's work.

HAAG BROS. CIRCUS


SOUTH-WEST ARK. FAIR


BARLOW SHOWS

Boo! New York (on streets). 7:30每一个 evening. Cut us, cut us, cut us. These fathers' fathers were the greatest showmen of their time. 100 real, good, clean. Cuba. Mention our name for small 5¢ show. Half price only, at 50 cents. Get Lehman's (see ad).
In the midst of column on column in newspapers and magazines about the stock market, one writer suggests that there ought to be a law compelling all editorial writers (like myself) to duck their heads in cold water and count a hundred before writing an "explanation" about the stock market.

But there is something about the stock market that every reformer, every editor, public official and civic leader who is guilty of opposing such petty things as pinball games and even slot machines should take to heart.

The outstanding weakness of all people sincerely interested in reform is that they permit themselves to be drawn aside by comparatively petty things, when they ought to be spending their time, money and energy on some reform that would really do the country some good. It is a curious reflection on human nature that many people opposed to gambling spend their time and energy in fighting petty gambling and never seem to realize that it might be of more use to humanity to concentrate on gambling that affects the living conditions of the people.

There is no possible escape from the fact that the New York stock market is the greatest gambling center in the country and the gambling psychology of that market is so far reaching in its consequences that it determines the bread and butter in millions of homes. If there were a coin-operated gambling machine to every 100 adults in the United States, it could not begin to have the dire consequences in the lives of the people that the New York stock market gambling center has. It can be said still more truthfully that if reformers really were human in their attitude toward the poorer classes they would recognize that when stock market gambling begins to pinch the bread and butter of the common people a little diversion in petty gambling might help to make the times seem more cheerful.

There is really an increasing psychological reason for petty gambling. You will find it tucked away in an article: "Betting $10,000,000,000," in The American Magazine, October, 1937. It reads: "America, with her frontiers closed and a depression still tugging at her heels, does not offer the opportunity she formerly did for everyone and everybody to make good financially. Willingness to work is no longer the open sesame to a house, a car and two chickens in every pot. But the dream of a land wherein all may be rich is not yet shattered; a lucky number or a lucky horse is all you need."

But in this land where graduates of our schools and colleges find it increasingly difficult every year to get jobs there are civic and church leaders, editors and prominent people who spend time, money and ability in fighting petty gambling, but never offer one whit of help in solving the stock market gambling influence that becomes more serious each year. It might not be out of place to suggest to these sincere and intelligent people that one of the best ways to prevent the spread of petty gambling would be in proper curbs of the evils of stock market gambling.

Many of these people would say, of course, that the stock market is not a gambling business. But anyone who reads very far into the explanations of the experts on the present ups and downs of the market becomes more and more convinced that a gambling psychology controls the market—and the destinies of business and to a large extent the bread and butter of the masses of the people. As one financial writer put it: "Anyone who buys stocks or bonds, hoping to sell them later at a profit, is a speculator and the psychology of the speculator controls the market." A speculator is a polite term for a gambler.

Even if only 10 per cent of the participants in the New York stock market are speculators, it is the gambling psychology of that 10 per cent that rules the market. And when they begin to lose their gloom spreads to executives and business men (who themselves are often gamblers on the market) and the final result of such gloom shows up in workingmen losing jobs and women and children going hungry. The experience of 1929 and since ought to have taught everybody these serious facts, but there are still thousands of people in influential positions today who get excited about some tragic incident connected with petty gambling and yet never turn their hand toward helping to eliminate the great evils of stock market gambling.

It is not the purpose of this article to suggest how or to what extent stock market gambling should be reformed. It is simply to suggest that civic leaders, editors, ministers, priests, teachers, public officials and any others who have valuable time, money and ability to devote to the elimination of gambling evils might well consider seriously the proposition of putting their effort where it ought to do the most good. It would be well to consider, too, that at a time when stock market gambling has thrown millions of human beings upon charity, petty gambling devices might prove useful for charitable purposes.

But whatever the pros and cons of stock market gambling and petty gambling we still live in a land where millions of voters get alarmed about a child that may by chance play a marble board, but give little concern to the dire consequences of shattered homes and broken morale in the wake of the gambling psychology of the stock market.
October 16, 1937

AMUSEMENT MACHINES

The Billboard

71

TRACK TIME

now in its sixth month of production without as much as a single used game available anywhere

And in spite of doubled and re-doubled production it is still impossible to produce TRACK TIMES in sufficient quantities to meet the ever-increasing demand.

J. H. KEENEY & CO., "The House that Jack Built"
Factory and Sales Offices - 2001 CALUMET AVENUE
CHICAGO - Coin Game Center of the World

DARK HORSE
'SINGLE COIN' CONSOLE GAME
3 DIALS - SP
ODDS CHANGING

See This Page
NEXT WEEK’S ISSUE
FOR PARTICULARS ABOUT
"the best of the single-coin console games"

TAX INCLUDED

"You weren’t kidding
in your advertising when you said
"HANDICAPPER"
was the best payout table put out by any factory to date"

MIAHMI VALLEY AMUSE. CO.
DAYTON, OHIO

Distributors, jobbers and operators everywhere, all will "check and double check" our claim that Keeney's HANDICAPPER is not only the biggest money-maker they have ever put on location, but likewise the most perfect game, mechanically, the coin game industry has ever seen.

1-BALL, ODDS-CHANGING, WITH "HANDICAPPER" (JACK POT) AND "PARLAY" (SURE WINNERS) FEATURES, MYSTERY COIN CHUTE, HOLE TYPE PLAY BOARD

Write us or your Keeney Distributor
for descriptive circular and prices

J. H. KEENEY & COMPANY
Better Builders of Better Games
2001 CALUMET AVENUE, CHICAGO

Isn’t it true, Mr. Operator? — that those "lemons" in your woodshed represent games you bought direct instead of thru some distributor in your section?

Patronize your Coin Game Distributor—he’ll enable you to make and to save money on the games you buy.
Announcing

The World's Lowest Price CONSOLE

Think of it! ... a magnificent Console—for less than the cost of an ordinary payout table.

Modern as tomorrow—with inviting play appeal ... on a large colorful inlaid Silver Etched (18 x 30), playing field—high in view—to crowds around can see a thrilling horse race each play. "E-Z" Pusher Coin Chute—starts off dual spinning lights. One to five selections on every play, Automatically pays odds of 2-4-7-10—up to 40, Daily Double adjustable Jack Pot. Each race memorable full five 1 seconds. Fastest and most quiet machine ever produced. Shows last 5 coins played.

More than full size—handsome metallic lacquered cabinet ... 57 ½ inches in height. Built to serve instantly and assure perfect performance at all times. EQUIPPED with check separator. No extra charge. Ticket Vendor—$10.00 extra. Skill Control Stop Button $5.00 Extra.

THE MOST STUPENDOUS OFFER TO-DAY ORDER AT ONCE from Your Jobber

EXHIBIT SUPPLY CO., 4222-30 W. LAKE ST., CHICAGO

AMERICAN SALES CORPORATION, CHICAGO, ILL.

"SERVICE" includes not only keeping your machines in perfect condition but also in giving your location the most profitable position. But we don't stop there. We'll make use of our contacts and contacts to help you.

You CAN'T Go WRONG!
WRITE FOR CREDIT
You will know what it's all about if you do.

LEZ.

LEZ.

REAL BARGAINS GUARANTEED CONDITIONED LATE MODELS

BADGER NOVELTY COMPANY

2026 N. 30TH STREET, MILWAUKEE, WIS.

Shug Visible Slotted Coin Counter

BEY, OPERATOR—if you want to make more money, let this be your business. Our method of counting and making coins is the answer. "Pennywise", with this newest invention can easily earn into coin counters. A neat and hand counter along the line of mechanical coin counters. Try a sample, $1.25 each, or 50c a set. Perfectly safe and reliable. A penny counter can also be used for token sales.

Skillo Details Not Revealed Yet

CHICAGO, Oct. 9—H. O. Evans & Company have announced a new game called "Skillo" but purposely are maintaining secrecy as to the details of the machine. Company officials state that the reason for this secrecy is to prevent the idea, which is said to be a startling new departure in coin games, from being stolen from the company and thereby protected.

"The industry's most serious problem today," explained R. W. (Dick) Hood, president, "is the question of closed territory—opening it and keeping it open. For more than a year Evans' engineers have been endeavoring to produce the kind of game that will once and for all settle that troublesome question. Both here in California research and experiment have been undertaken over a long period of time, and we have finally achieved the game we wanted. Skillo. The purpose of Skillo is to provide as high an entertainment and play appeal in a strictly legal sense and skill game as the best game of chance and to make it pay as well or even better. In Skillo we have succeeded beyond our dreams. Tests proved its tremendous appeal to every type of player. In fact, it depends as much upon science and skill as does billiards, and for that reason players spend much time in practice to improve their proficiency. Which means plenty of profit to operator and location. Skillo's playing theme has been taken hold on the public wherever the game has been introduced, and we confidently expect it to start a new popular craze. Yet Skillo conforms to legal requirements perfectly.

"To forestall any chance of this great game idea being ruined by poor imitation," said Mr. Hood, "we are prepared to keep it a secret for the present. Skillo has beauty, flash and attractiveness of the highest degree. It is mechanically perfect and free from bugs as is every Evans game. Performance and satisfaction are guaranteed unconditionally by our money-back offer."

Billiard Table Approved by Ops

BIRMINGHAM, Oct. 9—Max and Harry Hurvich, of the Birmingham Vending Company, report that the many operators who have been calling at their headquarters to look over their Imperial coin-operated billiard table have endorsed it heartily. "Billiard tables have always been known to the amusement fraternity as steady year-round profit producers," stated Max Hurvich, "and those who have seen our Imperial tell us that it is the best yet. We have spared no pains in incorporating quality into every part of the table. It is modestly designed, has a simplified new-dish mechanism that is easy to get to and can boast of a one-piece solid slate bed covered with the best felt that money can buy. All the accessories are the best. We have done just about everything possible to make the Imperial worthy of its name."

The Hurviches stated that many operators have told them it is equipment like the Imperial which they want because it insures them of a steady income. Many operators have told them that they have been operating equipment similar to the Imperial for the last 10 years and are still realizing big profits from it."
Reel Spot Boasts
4-Way Coin Chute

CHICAGO, Oct. 9.—Many distributors of the Daival Manufacturing Company
have reported to Daival officials that the four-way play feature of Reel Spot is
one of the prime reasons why the ma-
chine is proving so profitable for op
According to A. B. Douglas, Daival presi-
cent, one leading counter game operator
said that Reel Spot is earning more than
times the amount of money that the
average counter game does on his
locations. In checking up on the reason
the op says he has learned that it is
due not only to the better playing action
of the game and its fascinating shell
now play is essential for bigger profits
and that is why we built it into Reel
Spot," he concluded.

Royal Preparates
For New Surprises

NEWARK, N. J., Oct. 9.—In order to
make room for a few new surprises
which they expect to have in the near
future, Dave Stern reports that his firm,
Royal Distributors, Inc., is staging a
renewal of all the old games it has on
hand.
This is one time that the operators
in this territory are in for some real sur-
gains," Stern declared. "In order to make
room for the many new games that we
have contracted to handle we are clear-
ing away every machine we have on
hand at this time and we are prepared
to sacrifice them at unusually low
prices."

Fewer But Bigger
Ops Is New Trend

NEW YORK, Oct. 9.—Discussions
among coinmen here as to present trends
in the operating field indicate that there
is a definite falling off in the number
of operators, but that operators remain-
ing in the business are greatly increas-
ing the size of their operations.
Operators who formerly only had 15
and 20 games on location now have as
high as 50 to 100. Phonograph opera-
tions are so large that if the complete
total could somehow be had there is no
doubt that it would rise to an amazing
number.
The same is true of the general amuse-
ment game. Operators who are intensely
interested in the business and who are
continuing right ahead have been in-
creasing their routes right along with
the dropping out of some of the smaller
operators. They usually purchase the
complete routes of the smaller operators.

ORDER THESE EXHIBIT WINNERS FROM YOUR JOBERB

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

"TOPS"
"BRONCHO"

AMUSEMENT MACHINES
The Billboard

October 16, 1937
Reynolds Is District Mgr.

New Wurlitzer appointees will open three central offices in Texas.

N. TONAWANDA, N. Y., Oct. 9.—E. Reynolds, of Dallas, has been appointed district manager on Wurlitzer Automatic phonos of the State of Texas by the Wurlitzer Company, here.

Well known and highly regarded by Texas operators and music men, Reynolds’ selection by Homer C. Cushing, Wurlitzer’s vice-president, is meeting with enthusiasm, judging by the number of messages of congratulations being received daily.

Mr. Reynolds, who is from Missouri, has been here seven years a Texan, spending his first year in San Antonio and the last six years in Dallas. He said Mrs. Reynolds has traveled widely through Texas. Previous to his appointment Reynolds owned and operated the Alamo Sales Company, San Antonio, operating Wurlitzer phonographs. Reynolds has served all companies in the仙女 (Remick) business, and it is known definitely that he will not operate a phonograph or music store himself.

Reynolds is opening three offices—Dallas, San Antonio, Beaumont—where stocks of Wurlitzer phonographs and parts will be maintained for immediate delivery.

Caught by the editor in his suite at the Jefferson Hotel, Reynolds said that among his first projects will be the sale of Broadway and the second is the presentation of his first year’s sales. He said he will also do a some advertising of his own in some of the principal cities.

The music business on the part of operators is mounting to new heights, as the idea gains popularity, and in some of the recent products the music can secure are large additional profits.

New York Music Ops To Form Association

NEW YORK, Oct. 9—Some of the foremost music machine operators in New York have announced a meeting on October 6 at the Boston Hall Hotel to form an association of music machine operators.

The music machine men believe their present representation and interest is not adequately represented. A number of combined strength of all those interested in the operations of music will be present at the meeting.

Representatives of the Roland Automatic, Maxwell Music, Kenton Automatic Company, Alpen Music Company, and others, will attend as counselors for the new association.

The chief complaint is that the National Cigar Merchants Association has not fully represented the music machine operators. A meeting of New York. Next meeting will be held October 26 at the Hotel Bunker Hill.

operators' profits on the new Royal and Cast phonographs,” reports H. P. Roberts, sales manager of the J. P. Sesburg Company. "Operators are continuously writing to express their thanks for the many courteous things shown by the Sesburg and the many ingenious merchandising ideas that are proving to be of great help not only in boosting sales but also in keeping public interest at a high peak.

In describing one of the new Sesburg merchandising suggestions, it is reported to have brought enthusiastic approval. The latest Sesburg promotion will be carried through the country, Roberts states, “An operator in a particular territory sets the motion picture theater owner in his territory to notify him in advance of coming motion pictures in which popular songs are featured. This program then immediately places an order for records featuring the popular songs so that he is able to play the songs at the same time that the picture is showing in town. Of course, the tieup between the theater owner and the Sesburg operator may vary in many cases, but the principle is the same.

The operator, he concluded, ‘usually manages to devise a plan whereby he is able to co-operate with the theater owner in advertising some of the current hits featured in the picture. By using his record, the operator may in part one in the building of a phonograph,’ says Webb. ‘Our dealers are entirely a Rock-Ola product from the accurate shaping of veneers up to such carefull hand rubbing, spag finishing, etc. Even the amplifier, which is a complicated unit in the complete phonograph assembly, is built by us. In all the detail work is handled toward the end of the year that they go to market. We have a complete works manager, George Graf, that is really a complete responsibility of making sure that our products are of high standard of quality for which our products are famous.

Imperial 20 Demand Increases Steadily

CHICAGO, Oct. 9—Rock-Ola officials anticipated heavy demands for the 20-record Imperial, but now they say the demand for the 20-record machine is running far ahead of their anticipated requirements that they find themselves forced to gear their plant for higher production. As a result they have substantially increased the output for the 20-record machines.

Rock-Ola officials state that every week numerous operators and distributors travel many miles from all parts of the country to our factories to make urgent requests for more Imperial. Also we have stepped factory production week after week, and demand is still running far in advance."

J. P. Webb, head of the Rock-Ola phonograph division, reports that suppliers are also finding it difficult to keep up with the firm’s demand for veneers and other basic materials used in the construction of their phonographs. "Large shipments of choice veneers are arriving daily, yet they constitute only a small part in the building of a phonograph," says Webb. "Our dealers are entirely Rock-Ola products from the accurate shaping of veneers up through the careful hand rubbing, spag finishing, etc. Even the amplifier, which is a complicated unit in the complete phonograph assembly, is built by us. A detail work is handled toward the end of the year that they go to market. We have a complete works manager, George Graf, that is really a complete responsibility of making sure that our products are of high standard of quality for which our products are famous."

Jennings Releases New Paying Game

CHICAGO, Oct. 9—Racing Club is the name of the new bumper game just released by G. D. Jennings & Company. As the name indicates, officials of the company state that the new game bears no relationship to any other bumper game on the market.

The new game is basically a 24-record machine to Puerto Rico and China, but he takes particular pride in his most recent shipment to Fairbanks, Alaska. Another shipment is being readied to go to Anchorage, Alaska, he says. Bob says The Billboard a complete line of products and will make the sale his principle advertisement.

Detroit

DETROIT, Oct. 9.—Edward L. Carlson, local pin game op, has entered the music machine field by introducing the Imperial 20 machine. Carlson is working on a little experiment in which he has taken a few methods which will be worth reporting in the future, he says he has a little more time to compare results.

John Herd has been almost a weekly customer for Mills machines. Herd is a newsdealer to the business whose restaurant customers have seen the profitable opportunities of the coin machines business. In fact, an unusual number of Detroit operators who have entered the business in the past year are past or present newsdealers.

A Plymouth coupe and trailer belonging to See-See-Con, Inc., were totally wrecked on Mount Clemens drive, 25 miles north of Detroit, in a head-on collision. Leslie Baldwin, service manager, and his brother, suffered rib injuries, and Harry White, assistant to Baldwin, was killed. The driver of the other car received a fracture of the skull. The collision was completely covered by insurance.

Pete Ola, Seeburg representative in Michigan, and Fred Koenck, credit manager, were both shot last week. They spent so much time at the scenes that Koensig was somewhat off on his goal the next day at Willowbrook. He had to watch the late Belmont, won by Wilt, but it was discovered that he was referring to nine holes. Onde, Ole and the rest of the players reported that out of courtesy to Koensig they shot in the low 80s for the year.

John O. McCarthy is the latest name added to the list of local music men. Mr. McCarthy is known the other day. Harry White and Harry Wish are not happy with their new machines. Eddie Clemens placed an order for more Mills machines.

The central theme of all of Harry Wish’s stories is about his thirteenth-month-old daughter.

A hunting trip was engineered over the weekend by several local citizens. Harry Wish and Loren Stover were guests of Donald Coney, general manager of his firm in Detroit. Mr. Coney is from Northern Michigan. Mr. Coney and his brother-in-law, who was also in the party, took seven days.

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**AMUSEMENT MACHINES (MUSIC SECTION)**

**The Billboard** October 16, 1937

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**THEY'VE GOT WHAT IT TAKES TO EARN BIG MONEY!**

**IT'S HIGH TIME YOU TOOK TIME...**

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New Orleans

NEW ORLEANS, Oct. 9.—Major Robert J. Massi has promised New Orleans phonograph operators to consider seriously their recent protest against excessive taxation on machines. In the petition signed by most members of the local association it was pointed out that when the legislation was put into effect those in charge forgot to take into consideration the fact that many additional costs were connected with operations.

Many funny incidents occurred in New Orleans last week-end, when 10 inches of rain fell within 24 hours. Practically every street in the city was flooded up to its curbs. In some places the water seeped into basements and operators had to smile to raise phonographs to higher oil drip spots. Probably the best story is that of one operator who hurried on a quick trip through a factory and called a local bearing because of water on the floor and found that some patrons had sold the machine and were in the days of plating in a steady stream of oil, while no less than six couples danced on what was generally a dry floor.

The water at the time of the operator's visit was high, but he danced and muscled on while he did not hear the company name. The sadder.

Returning from a quick trip through the city section, where cotton picking is so in full blast, Bert Trammel, New Orleans branch manager for Electric, told Seeburg operators doing a fine business in the crop money business to stand around. Trammel also reported the sale of several new machines to Mississippi and New Orleans operators.

Preparations for the winter,

E. M. Oertle, district sales manager for Brunswick, says that phonograph operators are clamoring for the Vocalion recording of Massey Burnside singing "High and Lonesome" like it never has been sung before. This terrific interpretation of the old Scotch air is clicking through this area. The other side of the recording finds Miss Sullivan singing "I'm Coming, Virginia."

Regular monthly meeting of the United Music Operators' Association of New Orleans was held Wednesday, presided over by President George Brennan. About 20 members attended, discussed problems of the industry and heard a report on developments in the association's drive for reducing operating costs in the city. Following the meeting the membership gathered around a radio to hear a selection played over the machine.

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**SEESEURG ROYALE and REX READY FOR IMMEDIATE DELIVERY**

Can Use Automatic Pay Tables, Counter and Slot Machines at Down Payment.

HY-G GAMES COMPANY

7-1937 ROCKOLA PHONOGRAPHS

1 SEESEURG SYMPHONOLAS

All Eight on Location Near Baltimore. Write for Special Price. 15, 1936 ROCKOLAS. $115.00 APIECE. 1st and 3rd Deposit, Balance C. O. D.

ARUNDEL AMUSEMENT CO.

26 WEST ST., ANNAPOolis, MD.

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**SILENT POINT**


Endorsed by All Leading Manufacturers and Record Distributing Companies.


PERMO PRODUCTS CORP.

4445 Northway Ave., Chicago, Ill.

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**PERMO POINT**


Endorsed by All Leading Manufacturers and Record Distributing Companies.


PERMO PRODUCTS CORP.

4445 Northway Ave., Chicago, Ill.
**NEW ENGLAND**

BOSTON, Oct. 8.—Al Dolins, of Hyannis, Mass., emerged the victor from a brutal struggle of music box operators for the coveted new Simko Restaurant location on Union Hill avenue, Dedham, Mass. A Wurlitzer Machine has been placed in this new unit of the restaurant chain.

Two lads who have always used pin games have formed the More Sales Agency, Haverhill, Mass., to enter the music box business with the initial placement of 25 phonographs for Ben Pataki, of the Supreme Amusement Company of New England.

Joe Ferris, of Madison, Me., came to Boston and placed a large order for novelty games with Westrock, Inc. Ferris will use them while his territory is closed down on pay-out games.

Barney Blast off to Chicago by plane Saturday on business.

Phil Swartz, of Windthrop, Mass., and Charles St. (Bunty) Poole, of Jamaica Plain, Mass., are currently in a state of musical warfare. Their differences are settled and settled into an out-of-town game. It's possible the duo of all 4th wheels will write their interesting comments for The Billboard.

Harry Baker in from Worcester and getting the scr in from operators at the Seabury Headquarters, Atlas Coin Machine Company.

David Myers, one of the oldest and most active men in this part of the country, has thrown his chump to the mythical political ring for nomination as senator of the Boston district for the ancient and honorable General Court of Massachusetts. Already he is being tagged senator, and it is acquiring the palatability for that title.

John A. McBurney, district man for Wurlitzer, has opened his new district office at the College Square Hotel, Boston. His territory is hark as the focal point for all visiting coin-op men. Smiling Mac says he hopes all operators will take advantage of his new location and avail themselves of the convenience and hospitality therein.

Rock-o-Balls, with the debut of the fall, are receiving a sudden impetus. Both taverns and bowling alleys in Massachusetts are experiencing a flurry of placements. reports Westrock, Inc. Rock-Ola's latest novelty game, Jig-O-Joy, is meeting the fancy of operators, with orders flooding in.

J. V. Fitzpatrick, of the Pinoc Amusement Company, Bridgeport, Conn., in town last week to place an order for 25 Rock-Ola's. Another order for Imperial was given by V. J. Magi, of the Watertown Amusement Company, Watertbury, Conn.

Mike Bond, who recently tried to open the Coin Machine Company, managed by Dave Bond, was seen around the Washington street coin machine sector this week.

James A. Camp, head of the New England Sales and Distributing Company, Inc., has returned from a 10-day fishing trip. The trip proved to be a success in the company of operator friends of Boston. The prize catches, it seems, were two tur: Fish weighing in at 400 pounds each.

**Five Best Record Sellers for Week Ended Oct. 11**

<table>
<thead>
<tr>
<th>Bluebird</th>
<th>Brunswick</th>
<th>Decca</th>
<th>Master</th>
<th>Variety</th>
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</thead>
<tbody>
<tr>
<td>1 677929 — &quot;I Still Love To Kiss You Goodnight&quot; and &quot;I'll Be Seeing You at Doo Min's&quot;</td>
<td>7054 — &quot;You Can't Stop Me From Dancing&quot; and &quot;Blossoms of the South&quot;</td>
<td>1415 — &quot;You Can't Stop Me From Dancing&quot; and &quot;Blossoms of the South&quot;</td>
<td>131 — &quot;Caravan&quot; and &quot;A Taurus&quot;</td>
<td>643 — &quot;She's Tall, She's Dark, And She's Glamorous&quot; and &quot;Mood for You&quot;</td>
</tr>
<tr>
<td>2 8784 — &quot;The Days of the Heros&quot; and &quot;Doo Min's&quot;</td>
<td>7962 — &quot;Have You Ever Heard&quot; and &quot;Doo Min's&quot;</td>
<td>1420 — &quot;Whispers in the Dark&quot; and &quot;Doo Min's&quot;</td>
<td>103 — &quot;The Maid's Night Off&quot; and &quot;Doo Min's&quot;</td>
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<td>3 7950 — &quot;If I Had a Honeymoon&quot; and &quot;Doo Min's&quot;</td>
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<td>1420 — &quot;Whispers in the Dark&quot; and &quot;Doo Min's&quot;</td>
<td>103 — &quot;The Maid's Night Off&quot; and &quot;Doo Min's&quot;</td>
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<td>4 7959 — &quot;If I Had a Honeymoon&quot; and &quot;Doo Min's&quot;</td>
<td>7955 — &quot;Goodbye, Jamie&quot; and &quot;Doo Min's&quot;</td>
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<td>103 — &quot;The Maid's Night Off&quot; and &quot;Doo Min's&quot;</td>
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</tbody>
</table>
| 5 7965 — "Little Heaven of the Seven Seas" and "Doo Min's" | 7954 — "I've Got To Be a Big Bug Cuter" and "Doo Min's" | 1420 — "Whispers in the Dark" and "Doo Min's" | 103 — "The Maid's Night Off" and "Doo Min's" | 643 — "She's Tall, She's Dark, And She's Glamorous" and "Mood for You"

**Victor Record No. 25681**

"Our Love Was Meant to Be" and "I'd Rather Call You Baby"

Waller serves up blues that get 'em every time. One side of this record is slow and so... unlit! The other side is hot and fast. Both sides will get a terrific play. Get this record now!

**VICTOR RECORDS**

RCA Manufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of America

**AMUSEMENT MACHINES (SECTION)**

October 16, 1937
**EARL E. REYNOLDS**

Newly appointed District Manager for The Rudolph Wurlitzer Co. establishes three offices

**DALLAS**  
**SAN ANTONIO**  
**HOUSTON**

To serve TEXAS OPERATORS and bring to them Wurlitzer policies and Wurlitzer phonographs

Phonograph Operators throughout Texas send Earl E. Reynolds messages of congratulations and good will

San Antonio, Texas.  

"I am satisfied with the appointment of Mr. Reynolds as the new District Manager will be great. You can be sure to have my congratulations both you and the company.

GARZA."

Houston, Texas.

"Much success on your new duties with Wurlitzer.

F. E. CLANCY."

Wichita Falls, Texas.  

"Once in a great while something happens in business would like to make us especially happy, indeed.

A friend of mine has just received a letter from Mr. Capshart of your appointment as District Manager in Texas for the Rudolph Wurlitzer Company. As one of the oldest and largest Wurlitzer operators in Texas, want to congratulate Mr. Capshart, the company, and yourself. In my opinion it is the case of a big man being appointed to a big job with a marvelous organization. Congratulations and every good wish.

W. H. NEWELL."

Fort Worth, Texas.  

"We wish to congratulate you and the Rudolph Wurlitzer Co. on your appointment as Manager.

TAYLOR & MILLER NOVELTY CO."

Amarillo, Texas.  

Your appointment as District Manager by the Rudolph Wurlitzer Company for the State of Texas is a confirmation of the marvelous judgment of Mr. Capshart and company. You can depend upon me to do everything I can to make your future and prosperous as can be, which you certainly entitled to.

C. F. MOORE."

Houston, Texas.  

Congratulations upon your appointment as District Manager.

W. C. ATKINS."

Dallas, Texas.  

Sometime ago when you and me you were going to move to San Antonio I would spoil. I realized all of the operators in Dallas, as well as myself were losing one of our best loyal and dependable men. You know, you can readily understand how personally happy I am to learn that you have now been appointed District Manager and will continue to live in Dallas.

Mr. Reynolds, both you and Mr. Capshart, and in fact the entire Rudolph Wurlitzer executive board are to be congratulated upon this appointment. My kudos to you, Mr. Capshart in his new position.

C. A. SEAL."

Lubbock, Texas.  

Because of our many years of pleasant business relations I am certain happy to learn of your appointment as District Manager for the State of Texas for the Rudolph Wurlitzer Company. I also congratulate Mr. Capshart in his new position.

MARVIN MCILHA."

San Antonio, Texas.  

During the short time you have been handling Wurlitzer business in San Antonio the Texas Operators feel the same as do, that it is a pleasure for you and myself to congratulate you and the Rudolph Wurlitzer Company for their very wise action in appointing one of such a splendid gentleman to act as their new District Representative.

L. G. ROBERTS."

El Campo, Texas.  

Congratulations to Wurlitzer's new District Manager.

S. G. ROBERTS."

San Antonio, Texas.  

I only know you a short time but I have known you for your success with Wurlitzer, and believe in your appointment as District Manager for the Rudolph Wurlitzer Company in Texas. I wish you every good fortune in your future career.

WALTER BULL."

Houston, Texas.  

Being well acquainted with your record, I wish you well in your new position.

B. F. DAVIS."

Houston, Texas.  

Best wishes and congratulations upon your appointment as District Manager for Wurlitzer.

H. L. ASTON."

Brenham, Texas.  

I have wired you congratulations but I still want to write you a few lines and again assure you I am happy over your appointment and will cooperate with you every way possible.

EUGENE SCHOLT, JR."

Houston, Texas.  

My congratulations, you are entitled to my support.

C. O. HARRINGTON."

Huntsville, Texas.  

I want to congratulate Mr. Capshart and the Rudolph Wurlitzer Company for having selected you as the new District Manager for Texas. I have been a big believer in your ability but I am not sure if you are satisfied with the company.

Kind regards.

O. EDE."

Houston, Texas.  

Congratulations and best wishes for your success at District Manager for the Wurlitzer Co.

M. GRENNER."

Jacksonville, Texas.  

There were two people in Jacksonville that were not too happy about the appointment of the new District Manager in Texas. This morning when Mrs. Reynolds received your wire congratulating her on your appointment the company and myself I must confess I was heartily glad to hear from you. Mrs. Capshart's letter advising of your appointment was received with much pleasure and joy by myself and the Wurlitzer Organization. We extend to you every wish of success.

D. E. LATTIMORE."

San Antonio, Texas.  

I only wish I could see you personally right now, so I could in part way show you how heartily I wish to see you and the entire staff of the Rudolph Wurlitzer organization for their wise decision as to your new District Manager.

It has always been a pleasure to deal with you, Earl, and wish you every success with your new organization with this splendid organization, and the pleasure it will not be lessened by the fact of it, the Wurlitzer and the Wurlitzer Organization. We extend to you our best wishes.

H. W. THOMPSON."

San Antonio, Texas.  

Congratulations on your recent appointment which means, I am sure, more business for San Antonio for the Rudolph Wurlitzer Company.

J. M. TREMOL."

Del Rio, Texas.  

Del Rio, Texas.  

I hardly know how to express myself and I only wish I could personally thank the executives of the Rudolph Wurlitzer Company for your appointment. I am sure you will be happy over your appointment and will cooperate with you every way possible.

T. T. PERKINS."

Kenedy, Texas.  

After the many years it has been my privilege to do business with you, I am sure all need say is, I am delighted for you and for the Wurlitzer Company. As I am in the business for the entire State of Texas in the Rudolph Wurlitzer Company as you are, I know you can depend upon me always.

W. KRAMER."

Kerrville, Texas.  

I just want to write you a few lines to say congratulations to you upon your appointment as District Manager for the Rudolph Wurlitzer Company.

ROY KAROLY."

Dulan Novelty Company.

G.Teas, Texas.  

We wish to offer our congratulations to you and the Rudolph Wurlitzer Company upon your appointment as District Manager.

BAUCHMAN & HARDALE."

Houstan, Texas.  

Am happy to offer you and Wurlitzers my congratulations and to assure you of my co-operation.

A. H. SHANNON."

Dallas, Texas.  

Nothing could afford us more pleasure than to have the opportunity of congratulating you on your new appointment as District Manager for the Rudolph Wurlitzer Company. We are very happy for you and wish you every success.

F. O. HARRISON.

300 S. Main Street.

Capital Amusement Co.

Refugio, Texas.  

Your appointment by the Rudolph Wurlitzer Company as the State District Manager has pleased me very much and I am sure it will always feel it a pleasure to give you one hundred percent of my phonograph business.

A. H. BAILEY."

Dallas, Texas.  

I just want to say, every day in Dallas is happy over your appointment as Manager.

I have had the pleasure of knowing Mr. Capshart personally and that is not surprising to us that he did appoint you, a fine man for a fine position, and you are doing it very well.

C. W. PERRY."

Waco, Texas.  

Five years ago I had the pleasure of having my first contact with Mr. Wurlitzer, and in all of those five years, I have found the company pleasant. Therefore, there is one of the finest men that I know who has been appointed the District Manager of Texas by one of the grandest and outstanding firms, there can only be one answer, that is bound to be success. I am extremely happy for you.

E. E. FOSTON."

San Antonio, Texas.  

Since receiving a letter a day or two ago from Mr. Capshart advising me that I had been appointed District Manager for Texas for Wurlitzer, I have had an opportunity to talk with several of the local operators, and I believe they all feel happy, and are for you. I want to see you every time you have an opportunity to come to San Antonio.

Kendall and Company.

JOY KAROLY, Dulan Novelty Company.

Geese Creek, Texas.  

We wish to offer our congratulations to you and the Rudolph Wurlitzer Company upon your appointment as District Manager.

BAUCHMAN & HARDALE.

Houstan, Texas.  

Am happy to offer you and Wurlitzers my congratulations and to assure you of my co-operation.

A. H. SHANNON."
N. Y. Ops Anticipate New Era in Vendors

NEW YORK, Oct. 9.—In the last few weeks there has been a lot of discussion among operators here in regards to do-luxurious machines. Many ops maintain that there is a demand in the locations for de-luxurious machines of a select nature which will take various colors. Just as soon as machines of this type make their appearance here these men believe that a new market will come.

The success which many operators of cigaret and small venders are enjoying has captured the attention of many of the amusement game companies. Some of the latter have expressed the intention of supplementing their routes with machines and plan to attract the attention of the public by using only nationally known merchandise.

It is also reported that successful tests have been run on many new types of merchandising machines. Some of the displays are said to have been very successful. Among the others are: a new type of machine which features the next New Era in the merchandising field which many ops believe to be in the offing.

Vending Machine

Law in Vancouver

VANCOUVER, B. C., Oct. 9.—All merchant, vending machines in Vancouver have been banned by the city corporation. Fines were imposed for the Corporation counsel and the license inspector to draw up the necessary agreements to the present licensing laws.

The usual objection is not only for soft drink machines in public and semi-public places, but also cigarette machines being installed in apartment buildings.

The drastic action is said to have been taken when a representative of 400 merchant of the city and the Vancouver Radio Club appeared before the council to protect the licensing of soft drink vending machines. The operators stated that there have been thousands of machines in Vancouver are making a killing and they are striking at their earnings.

Operators, signified by more than 500 members of the Retail Tobacco Merchants’ Association and other retailers protested against the cigarette vending machines.

Pop-Corn Vendors

Appeal to Lemke

CHICAGO, Oct. 9.—Henry I. Lemke, of the Lemke Corn Machine Company, of Detroit, has announced that he is beginning to get a little "Mad," it all came about when he recently went to Cleveland, by plane, then to Chicago by plane and left for St. Louis by plane. The city within a week.

While in Chicago he announced his new machine in the coin machine field and this time it is pop-corn vending machines. He has already taken representation for Michigan on a pop-corn vendor and is seeking another manufacturer of a different price range to sell in the same territory.

Lemke says that the pop-corn vending machines now being introduced will probably be very successful in the coin-operated field. It is his purpose, he says, to grab a thing while it is new and before the competition gets into the same field. In that way he gets ahead of competition.

He also recommends that policy to operators, he stated. Mr. Lemke plans to spend a considerable amount of the winter in Florida.

Soap Vender Firm

In New Building

DETROIT, Oct. 9.—American Dispensers, a manufacturer of a soap dispenser for industrial locations, has taken over a factory building with about
Detroit

DETROIT, Mich.—Vendors Company, operated by Horace V. Barber at Lincoln Park, Mich., has disposed of another of its routes of vendors and is now concentrating on pin game and music operations. "The way to make money with music machines is to have volume," Barber said. "The returns (on music machines) keep coming in steadily and make up a sizable total."

Michigan Snacks Company, operated by Charles H. Potter, has opened its main office and storage location at 1668 Myrtle st., sharing the space with the Wolverine Vending Company, of Lincoln Park, Mich., which has its local warehouse there. Firm is distributor for the new Snacks Potter. Potter is also an executive of the firm in his own right. Incidently, his move reflects the trend of suburban vendors here to move into more central locations.

Mrs. Walter E. Whelan has taken personal charge of the route of weight machines established by her late husband, who died over a year ago. After a long period of illness, Mrs. Whelan has now its head office and manager, has returned to the company. A well-organized outfit, the company is now making a special effort to keep its new specialists in automatic weighting machines.

An optimistic view for the fall and winter was expressed this week by the Bums, of the Burns-Detroit Sales Company, one of the oldest operators this city or state, who have 10 years of experience in the Detroit vending game. He is looking forward to a noticeable improvement in trade in about a month.

Safeway Vending Machine Company, which closed its store and operations, has suddenly several months ago, is preparing to open a new branch in a Hallowell building in Hallowell as local representative. Headquarters have been moved to the Wolverine Hotel.

H. E. Morris, head of the H. E. Morris Vending Company, is a specialist in beer gardens and similar localities for his other vending machine operations. Commenting on conditions in the trade, Morris remarked: "We have several types of cigarette venders out on location and I am planning to concentrate more on those machines at the present time. I have planned to expand the operations of the machines and I have plenty of locations available for them, including some new machines which I have had available."

A new survey of the company's automatics and various other machines which he has recorded three broken bowls and other injuries. He will be able to resume activity and make operations, he reported.

Automatic Towel Cabinet Company, recently organized and taken over by George E. Peck, well-known trade associate, is engaged in preparing the plans for production of the new-town cabinet. Detailed announcement of the plans was expected to be made the first of the month. Peck said this week.

Frank Gooday, who operates at Wyandotte, Mich., and is one of the outstanding operators of cigarette venders with Weidman National Sales Company last week. The company is a subsidiary of the National Sales Company, Inc., has one of the best records for vending machine sales in this territory for the past few months.

"Cigarette vending business is progressing at a merry clip in Michigan, Wisconsin and Minnesota," maintains Albert A. Weidman, who manages the National Sales Company. "In the last six weeks I have operated 10 new accounts for operators who never before had a cigarette machine before." Weidman has been spending much of his time in Wisconsin and Minnesota. This week he plans to return home shortly.

Harry C. Leake, of the Leake Machine Company, spent the early part of the month at Chicago on sales and advertising vending machine conditions. There he had a chance to have done what the rest of the week in Chicago and St. Louis. Leake has taken on two new types—venders and the Wolverine scope, made by the KKK Company, and the Popmatic pop-corn vender. Latter machine has particularly aroused his enthusiasm because of its novel appeal.

Ray Electric Shaver
Imposed round handle and powerful motor make the Ray Electric Shaver the greatest shaver on the market. Leaves the skin smooth, soft and glowing by dint of care, leaving no hair. It's a $4.50 bargain. It's the most expensive gadget you can buy.

Globe Pendulum Clock
Its alluring design makes it a pleasure to handle and use. The pendulum is made of glass and the clock is finished with a rosewood base. It is a fine piece of craftsmanship and makes a fine addition to any home.

Lucky Purse Deal
Pocket big profits with this 10-cent nickel. A 10-cent nickel with its many popular board-game prizes contained within. A fine promotion for the salesperson. Small prizes give the board more than fifty cents. 

H. G. Payne Company
312-314 BROADWAY
NASHVILLE, TENN.

Big Candy Lady
The kind you like to eat yourself!
Large and Medium Size
Beautiful Picture Top Box
Bars High Grade Chocolates
25 Bars Kisses
AND A 1000-NOLE-SO: BOARD
 admission to $50.00, Price, $42.00
No. B122—One or 100, $7.95 Each

Lee-Moore & Co.
180-182 W. Adams St., Chicago

25¢ with order, receive 3 oz. of G. O. S.

Send for Our Catalog Full of New Assortments

Salesboards and Counter Games. You will save money.

Lucky Purse Deal
Pocket big profits with this 10-cent nickel. A 10-cent nickel with its many popular board-game prizes contained within. A fine promotion for the salesperson. Small prizes give the board more than fifty cents. 

H. G. Payne Company
312-314 BROADWAY
NASHVILLE, TENN.

Big Candy Lady
The kind you like to eat yourself!
Large and Medium Size
Beautiful Picture Top Box
Bars High Grade Chocolates
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25¢ with order, receive 3 oz. of G. O. S.

Send for Our Catalog Full of New Assortments

Salesboards and Counter Games. You will save money.
Old King Cole

"He called for his pipe, he called for his bowl, he called for his fiddlers three! And how they came on the tear.

"These days a lot of King Coles are calling for The George Ponsor Company, because we do a lot of hurry up to serve them. Fast service for a fast business. That's what built FOUR friendly branches. "Come in! You'll save time. And that's money. When you deal with 'A FRIENDLY FIRM.'"

George Ponsor

The George Ponsor Company
125 West 60th Street, New York City (Club 6-6651)
111 East Runyon St., Newark, N.J. (Blelair 3-7772)
900 North Franklin, Philadelphia, Pa. (Mark2 2556)
1425 Bedford Ave., Brooklyn, N.Y. (Main 2-1279)
Cable Address - 'PONSEY' N.Y.

Exclusive Distributors for:
Chicago Coin-Daival-Evans-Genco-Gottlieb-Keeney-Mills-Pacific and Western

O.K. Gum Vender Stimulates Sales

BROOKLYN, Oct. 9.-Dave Robbins, of D. Robbins & Company, claims his O.K. Gum Vender has been a great sales stimulus for merchants.

Dave compares the O.K. Vender to slot machines, but claims the difference is that the vender is automatic and the merchant does not have to watch the player. When the winning number is released from the machine it is presented to the merchant.

Robbins' O.K. Gum Vender has a capacity of 1,000 balls and the machine allows a definite 50 per cent payout, thereby showing a large profit for both operator and location.

Victor Announces
New Merchandiser

CHICAGO, Oct. 9.—Officials of the Victor Vending Corporation announce a new toy and bulk merchandiser which they claim will win choice locations and bigger profits for operators. "This new Universal vender helps our in the last word in streamlined design," maintains Harold M. Schaef, Vice President. It is a model of compactness, standing only 15 inches high, yet capable of holding five pounds of bulk merchandise.

"The Universal," he continued, "will vend all kinds of bulk merchandise, including nuts, candies and toy mix. It has a non-clinging coin mechanism which is reasonably snug proof and will reject tokens. The extra-heavy crystal-clear glass globe has a large opening which makes it easy to fill, and special cork gaskets are used on top and bottom of the globe. The body of the vender is made of special non-corrosive aluminum castings. It has a single screw portion adjustment, vends accurately and is equipped with a special screw-type pick proof lock.

"We think so much of the new machine," Schaef concluded, "that we are guaranteeing every Universal vender to render 100 per cent satisfaction or we will cheerfully refund the purchase price of the machine."

Joe Frank Taken
For Thrill Ride

To the Editor: "I was in Chicago for one week. Got to play the phone, but never did succeed. I had a very nice trip this time and made several good connections, so I think business for the business for the better. I'm glad to have you and will write you as soon as I get back to my home office."

Joe Frank, Automatic Sales Co., Nashville.

It was in Western's office when Bill Cohen and Jimmy Johnson were putting in a good talk about letting that one-arm bandit expansion appear in your publication. I got a kick out of talking to Bill and his friend. This is the best time in the line."

Joe "Biscuit" Johnson, Sales Manager, Bright Idea Novelty Co., Chicago.

IDEAL NOVELTY CO. 1025 Farbman St., Chicago, Ill.

Tom Thumb Jar of Joy

In a set of 1500, 1926, 1927 and 2028, Thoms individually priced for sale at 6000. Each sample of 2507 or 75 each, 100 combinations, 101 to 120, with assortment of labels on you, and chance your own payers. Express paid, $2.00. Write for details. 1000 Jar Games.

Bargains from Dave Marion

Write Today for Information, specifications and price information.

NATIONAL PREMIUM CO.
1010 Farmen Street, Omaha, Neb.

WANTED!!! Bumper Type Games

For Cash.

Write today for information, specifications and price information.

Tom Thumb, Dept. 99, Nauvoo, Ill.

Bargains from Dave Marion

Write today for information, specifications and price information.

NATIONAL PREMIUM CO.
1010 Farmen Street, Omaha, Neb.
Keep Hijackers AWAY from YOUR Premises

This SURE, SAFE Way

The only sure way to deter Hijackers from your place of business is to protect your machines so well that day and night attacks will be useless.

We offer you a type of protection in these machine safes that is far in excess of the security ordinarily provided.

MODERN FOOL-PROOF CONSTRUCTION

These safes are built of 9/16 steel, electrically welded throughout and the standard finish is baked-on olive green. The concealed locking mechanism, locking each machine on three sides, is the strongest placed on equipment of this type. Once the machines are locked in place they become to all practical purposes an integral part of the equipment. A punch-proof lock with removable handle control prevents tampering with your slots by anyone.

IMMOVABLE SAFES, YOUR PROTECTION

A new exclusive means of adding weight makes it impossible to remove safes.

Write today for prices. 1, 2 and 3-machine safes.

Palmantier-King

Sales Co. 1107 W. TuscaraWas Canton, Ohio

Weight May Be Added From 700 to 3200 Pounds

$20,000 PINBALL CONTEST

Los Angeles Ops Launch Good Will Building Plan

Contest uses nationally popular cartoon idea — will run in four weekly series — tokens sold to players for entry.

Los Angeles, Oct. 9 — In a modern California Amusement Machine Operators Terminal Building, last week announced series of cartoons much like those used. Contestants are also in blank spaces contains full details and rules of the tournament advantages to be found in "CAMOA games." The contest is to run in a weekly series for four weeks, with a total of $2,000 cash prizes every week. The purpose is to acquaint the public "with the world's greatest amusement and it is probably the most complete publicity program ever undertaken by an organization of operators of amusement games.

Preparations for the program are original in many respects. Games played by members have been equipped to operate with special tokens. These tokens may be purchased from any location for 3 cents each and may be played in any "CAMOA" game in any location in the city. Anyone entering the contest must submit with his cartoon answers five sales receipts or facsimiles. A sales receipt is received with each purchase of a token, which means that contestants purchase at least five tokens each week. Entries for the first week must be mailed before midnight of October 10.

Contest Rules

The complete set of rules published for the contest are as follows:

1. Everybody who desires may enter this contest, except members of the four-color tablet sheet of 4 pages the CAMOA organization, their families and employees of concerns connected with the adorning and sales promotion agencies and their families.

2. Each week three pictures are issued. Two spaces are provided for conversation on each picture. One space will be left blank. The conversation in this blank space is to be supplied by the contestant in as few or as many words as he desires.

3. Every week four weeks Cama will pay out $800 cash prizes, totaling $5,000, as follows:

   First Prize $1,000
   Second Prize $500
   Third Prize $250
   10 Prizes of $100 each
   20 Prizes of $50 each
   500 Prizes of $2.50 each

   $850 Total - $5,000

4. The prizes are paid each week to those contestants who in the opinion of the judges have submitted the most original and best replies and who have in all cases conformed to the Rules of Conduct as contained herein.

5. The grand prize will be awarded to the person who is the winner in each weekly contest, a $2,000 prize, and any contestant who in any of the contests will receive $200. Contestants agreeing to purchase Cama for the purpose of the contest must agree to purchase Cama for the purpose of the contest.

6. A new set of three pictures will be issued each Monday, and each weekly contest closes at midnight of the following Sunday. All entries to be considered must be submitted in such a form as to be delivered by Cama to the judge on or before midnight of the Sunday following the date of issue, except the first contest, which closes midnight October 10. Each weekly entry must be accompanied with qualifications under Rule No. 8.

7. Send in only the pictures, with your answers filled in on blank space in the pictures or on the blank line of the contest. All prizes are furnished free by merchants displaying Cama signs. The larger the number of entries you desire, provided each entry is filled in correctly. Pictures shall be in accordance with Rule No. 8 below.

8. Every entry to qualify for a prize must include with each complete set of five Cama cash receipts (or five reasonably accurate facsimiles drawn by hand) signed by the person from whom you purchase Cama tokens. Either actual receipts or hand-drawn facsimiles are acceptable. No purchase is necessary in order to qualify in the Cama Good-Will Contest.

As many sets of answers may be entered as desired, but each set of answers submitted is a separate entry and must be separated and individually. Regardless of the number of entries a contestant is limited to receive more than one prize in any one contest, and which shall be the highest prize awarded to the individual for his entries.

9. In case of ties duplicate awards will be made.

10. All entries become the property of the sponsor, regardless of whether or not a contestant is awarded a prize. No cor-respondence can be entered into regarding any entry.

11. Decorations and added art work and photo-realism do not count. Simply send in answers according to the rules.

12. Each entrant accepts all rules governing the contest as they may be amended at any time, including all decisions of the judges. All matters pertaining to the conduct of the contest, acceptance or rejection of submissions, the awarding of prizes, the methods used to insure fair and impartial means of awards based upon individual effort shall be final and conclusive.

13. No responsibility shall be assumed by the sponsors for any entry or communications lost or delayed.

14. Send in each complete entry in a separate envelope, provided free by Cama merchants. Submissions together with five Cama cash receipts or facsimiles, as required by Rule 8. Address your entry to Cama, Subway Terminal Building, Los Angeles.

With bold and peppy headline, slogans and simple appeals the remaining three pages tell the story of the new indoor amusement. It reads as follows:

"Millions are spellbound by this thrilled pastime that stands alone in the field of amusement. The crowning
SALESBORDS
SALESCARDS
At the greatest
Opportunity Prices
of a lifetime

There has just popped up a WAR on these goods and this at such an
opportunity time when same is in
very BIG demand.

Hundreds of different numbers illu-
strated in our 72-Page Catalog just
issued, with attractive low prices.

And in addition, discounts ranging
from 10 to 30%.

On account of this FIGHT we give
you below the LOWEST PRICES the
world has ever seen on Boards,

1000-HOLE

Cigarette, Candy, Cigar,
Budget, Novelty or Plain
Headboards ... Big
Variety, Your Choice, Easy

These prices may be withdrawn
any day ... so order quickly in any
quantity, ONE OF A THOUS-
AND, as they will not be so LOW
forever. We further guarantee that
any Board we ship you we are NEVER UNDERSAID or will
refund the difference.
25% Deposit with Orders - Balance
C.O.D.

72-Page Saleboard Catalog and
195-Page Novelty Catalog FREE

MILLS SALES CO
201 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICES WHOLESALE

South Street
Museum

One place where men with good taste, style, Glass Showroom with Fine Glassware, or any good Feature Arrangement, Oriental Décor, Ornaments, Allmer, Ltd., 72nd St., New York.

TOM HARRIS, 1418 South St., Philadelphia, Pa.

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SALESCARDS
At the greatest
Opportunity Prices
of a lifetime

There has just popped up a WAR on these goods and this at such an
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TOM HARRIS, 1418 South St., Philadelphia, Pa.
Orders Pouring in For Western Game

CHICAGO, Oct. 9.—"The interesting and fascinating play of our Program is bringing a veritable flood of orders flowing into our sales office," reports Jimmy Johnson, head of Western Equipment.

"Program is scrambled papered with many individual features," he went on, "It has a huge light-up backboard which contains complete odds charts with odds ranging from 1 to 9 and a new Western fencer stock position chart. Beak contest is determined on a winning or losing causes positions to light up appropriately. A light-up controller is attached to the number of points of each week's scoring. It has a number of points on the field which corresponds to the selection lighted on the backboard. The game is an exciting, appearance- and Play," Johnson concluded.

PACIFIC RACES LATE NUMBERS

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EXHIBIT CONSOLES $42.50 Each

WRITE for prices on used Blue- Fronts, Yellow Fronts, Chiefs, Roll-A-Top, Cadets and All-Star Comets. All orders 1/3 down, balance C.O.D.

Orders Pouring in For Western Game

SILENT SALES CO. "The House of Winners"

Silent Sales Bldg., Minneapolis, Minn.

Orders Pouring in For Western Game

SOUTH STREET WANT

WATERING MFG. CO.

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WATERING MFG. CO.
WILMINGTON, N.C., WEEK OCT. 18th
FLORENCE, S. C., WEEK OCT. 25th

Can place legitimate Concessions of all kinds. Address
MARKS SHOWS, INC.
Rock Hill, S. C. This Week.

STANLEY BROS.' SHOWS WANT
For Third Annual Fall Festival, Summerville, S. C., October 18 to 23. Two
Big Construction Pay Days. Better than a Fair. Key West, Homestead,
Miami, Palm Beach and the best Florida spots to follow. Out all winter.
Want Sound Truck, Loop-o-Planes, Tilt-a-Whirl, Pit Show and Minstrel.
All legitimate Concessions open except Cook House and Bingo. George George
and Jack Murray, wire B. Porter. All others CURTIS L. BOCKUS, Manager,
Lake View, S. C., this week.

LITTLEJOHN'S FAIR CIRCUIT
BOOKING INDEPENDENT
Will book MONEY-GETTING SHOWS for Twenty Per Cent.
WANT SIX-PIECE BAND. Legitimate Concessions only. No gripe. No Girl
Shows. This week, Ozark, then Elba, Andalusia, Luverne and Clayton; all
Alabama Fairs. Address
THOS, P. LITTLEJOHN, Mgr.

TRI-PARISH FAIR
EUNICE, LA., STARTS WEDNESDAY, OCTOBER 20, TO SUNDAY, OCTOBER 24.
PLACE Stock Cattle, Horses, Pigeons, Chickens, Sheep, Swine, Poultry,
Garden, Dairy, Barnyard, Poultry, Photographs, Postage Stamps, Lead, Canvas, etc.,
which are sold exclusive. Jennings and Lafayette, La., Fairs to follow.
All wire to RALPH E. MILLER, Franklin, La., this week.

WAYNE COUNTY FAIR
GOLDSBORO, NORTH CAROLINA
Full Week, October 18. All Concessions open except Bingo and Diggers.
Other data to follow. ENDY BROS.' SHOWS, Winterton, N. C., this week.
F. S.—Now booking Meritorious Attractions for Funland Park, Miami, Fla.

GRUBERG'S WORLD'S EXPOSITION
SHOWS WANT
Concessions of all kinds for balance of Fair Season. No exclusive. Will sell
exclusive to Cook House. Will book Double Loop-o-Planes and Kiddie Auto
Ride 10, W. Bauman and Gerald Weeks, get in touch with me immediately;
very important. Wire MAX GRUBERG, Boston Rouge, La., this week.

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All wire to RALPH E. MILLER, Franklin, La., this week.

WAYNE COUNTY FAIR
GOLDSBORO, NORTH CAROLINA
Full Week, October 18. All Concessions open except Bingo and Diggers.
Other data to follow. ENDY BROS.' SHOWS, Winterton, N. C., this week.
F. S.—Now booking Meritorious Attractions for Funland Park, Miami, Fla.
SOUTHERN STATES SHOWS

Free Art for Gilmar Jenkins next week and holds free art to all legitimate shows. Call John H. Davis, Southern States Shows, Jacksonville, Fla.

SOUTHERN EXPOSITION SHOWS

For balance season, concessions all kinds. Good opening for Fagin Game. CAN USE Girls for Girl Show. Use good Cook. Week of Oct. 10-16 in Cleveland, Ohio. Big Art Number. Show until November. CAN USE one more Ride. Franks for all your work. Write or wire M Morris Miller, Talmadge, Ohio, this week; Ada, Ohio, follows.

WANTED CONCESSIONS AND FREE ACTS FOR CENTRAL ALABAMA STATE FAIR

MONTGOMERY, NOVEMBER 2-11—TEN DAYS

Thoroughly advertised in Montgomery trade territory. Sponsored by Veterans of Foreign Wars. Address

MORT L. BIXLER, Secretary, Gayteague Hotel, Montgomery, Alabama.

NEW AMERICAN SHOWS WANT

For Anson County Fair, Wadesboro, next week: Duplin County Fair, Wallace, N. C., and three Georgia Fairs: Shows, Flat Rides, Merry-Go-Round, clean Concessions. Playing all real fairs and doing good. Join now for your winter B. W. Base Jacksonville Fair, this week.

MAJESTIC SHOWS WANT

For Balance of season and all winter South in the heart of the Cotton Country, five more fairs. Plenty cotton. Any Show or Band that does not connect. Musicians and Performers for Ministral, Girl or for Review. Would consider Hawaiian Show with Music. WANT first class Cook House that will cater to show people. WILL GUARANTEE Corn Game. All Concessions open that will throw out stock. CAN USE two fast-stepping Banner Men. Hughes, Ark., this week.

KAUS UNITED SHOWS, Inc.

WANTS

MECKLENBURG COUNTY FAIR, CHARLOTTE, N. C., OCTOBER 11 TO 15.

Riders', Dancers, Singers, Circus Animal Acts, Minstrel Shows, with or without could, or 10 new goose-quaking Shows that do not conflict. Legitimate Conclusions of all kinds except Corn Game. Want one more Flat Ride. Good for United States, Canada and South America. Address J. J. PAGE SHOWS, Eastman, Ga., this week.
Mike Munves Opens
Uptown N. Y. Branch

NEW YORK, Oct. 9.—Mike Munves, one of the oldest Namen in the business, has taken over the former quarters of the New York Distributing Company at 615 West 157th Street. The new offices will be known as the uptown branch of the Michael Munves Corporation.

Starting in the machine business in 1912, Munves has built up a remarkable following among operators. His headquarters in the shadow of the City Hall and Brooklyn Bridge are well known to operators all over the East.

In regard to his new branch, Munves stated: "Our many customers in Upper Manhattan, the Bronx, Yonkers, Mt. Vernon, White Plains, as well as in Connecticut and New Jersey, have been asking us for space to open headquarters that would be more convenient for them. Our office will not only be convenient, but will be equipped in such a fashion that the operators can purchase the same service, supplies and machines that they would receive at our headquarters. Besides a large stock of games and arcade equipment we will have on hand export machines to give operators speedy repair service. The new offices will be just as complete as our uptown branch," he concluded, and "we are counting on the convenience of the service and big gains which we are featuring, to do a lot toward increasing our business."

Kansas City Firm Pushes New Device

KANSAS CITY, Mo., Oct. 9.—Reception of penny Skill machines, a unique feature device introduced less than a month ago by the United Amusement Company, is said to be approaching United standards. Its success here has been so great that the firm is now offering it in Baltimore.

Test machines in stores here throng the city have been receiving big play for many weeks, so that the makers say it is not a device to lose its novelty appeal. Carl Hoehn, United official, attributes the success of the device to its simplicity and economy.

"It's only a little machine, taking up only seven inches of counter space," he stated, "and the popularity it is gaining anything in the counter game line as its playing power is continually growing."

"It is a penny machine combining the good features of penny Skill, it is a penny machine," he said. "It is a penny machine combining the good features of penny Skill, it is a penny machine," he said. "It is a penny machine combining the good features of penny Skill, it is a penny machine," he said. "It is a penny machine combining the good features of penny Skill, it is a penny machine," he said. "It is a penny machine combining the good features of penny Skill, it is a penny machine," he said. "It is a penny machine combining the good features of penny Skill, it is a penny machine," he said.

United company will feature the device in its fall sales program, it was stated.

Complete Service

Is Epcro Ambition

CHICAGO, Oct. 9.—"One of the main ambitions of the Electrical Products Company," revealed A. B. Epcro, president, during the past week, "is to render complete service to operators and distributors in the coin machine field. For that reason we have established a highly trained engineering department for the sole purpose of solving field problems. This department is manned exclusively for designing and producing locks for all types of games. It started out as a very small department but because of the demand for locks of unusual types and description it has expanded till it has become one of the most important departments in our factory.

"Operators from all over write us asking our help in locating many of these unusual types and descriptions," he continued, "and we are very pleased to help them out. Because of the fact that operators everywhere are demanding greater protection for their machines our factory is being kept busy day and night to meet the heavy volume of orders that are pouring in.

"In addition to this service," he concluded, "we maintain a sales and merchandising department. The purpose of this department is to inform operators and distributors with valuable sales helps and merchandising suggestions.

Study Plans for Pinball Lendency in Michigan

DETROIT, Oct. 9.—Members of the Liquor Control Commission, which has the authority to license pinball machines having liquor licenses, is reported to be studying the laws against slot machines and pinball gambling in order to clarify the situation. The commission will continue to study the rules against slot machines and organized gambling, however.
Florida

Miami Herald, Oct. 1—Pinball games are fun but sales of slot machines have been many skeptics that slots will entirely disappear. New York Times, Oct. 3—Governor Biplav of Florida has announced that he will veto the law against gambling if Moral in any such a divorce for winter residents. Residents of the State as well as tourists are said to be about evenly divided on the issue.

Miami Herald, Oct. 2—The Florida Anti-Slot Machine Task Force has announced that the field's continued to fight illegal gambling and payoffs. Ms. W. L. Smith, 17, a New Palooka, was killed at the scene of a recent slot machine robbery. Her death is said to have caused a wave of panic among the city's various hot spots, which immediately ceased operations. A fundraiser was held to raise funds for the family of the late Ms. Smith.

THE BEST IN FOOTBALL 5

STEP-UP CARD

OFFERS BIG LOTS OF BIG PROBABILITIES

Odds-1/2

D. J. Briggs

KNOWLEDGED Punter

WHAT ARE YOUR NEEDS? WE ARE MANUFACTURERS

STERLING GAMES CO.

219 WILSON AVE., - CHICAGO.

MONEY BACK GUARANTEE

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AMUSEMENT MACHINES

SAN ANTONIO, TEXAS

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ORDER TODAY

ATTENTION... KENTUCKY AND SOUTHERN INDIANA OPERATORS

LARGE SHIPMENTS ARRIVING DAILY

WURLITZER - 616A - PHONOGRAPH

IMMEDIATE DELIVERY—NO WAITING

ALWAYS LARGE STOCK OF NEW AND USED PIN COUNTER GAMES

OHIO SPECIALTY CO.

713 E. Broadway

COUNTERS

SLT MACHINES SALESBOARDS

Genco Engineering's new invention, the "Genco Lucky Square," is a mechanical game that combines elements of pool, billiards, and fortune-telling to create a unique gaming experience. It is played on a large, rectangular table with four pockets, each containing a different prize. The objective is to pocket the winning ball, which is determined by the outcome of a small mechanical game played within the table. The game is designed to be simple and easy to play, with clear instructions provided on the table. The Lucky Square is a hit among players, who enjoy the combination of skill and chance that it offers. It has become a popular addition to gaming centers across the country, with operators reporting increased revenue and customer satisfaction.
a new star...

A lucky star. A star that lights the way to a brighter future. It is a new one-ball pay table—the largest on the market—at the lowest price—less than $150. Its name—Lady Luck

See it this week at your Distributors!

MILLS BLUE FRONTS
Used less than 7 weeks. Late serials. Light cabinets. 10c play. $49.50
Mills Extraordinary, 10c. 25c. Late Serials. $49.50
Hundreds of Other Good Ones:
1-BALL AUTOMATIC PIN GAMES

All Stars $19.50
Blue Bird 24.50
Caram 49.50

TEXAS OPERATORS, NOTE—State Tax for Balance of Year Paid With Each Game
WRITE FOR COMPLETE LIST OF BARGAINS
IN ALL KINDS OF COIN-OPERATED DEVICES
Terms—1/2 Cash With Order, Balance C. O. D.

ELECTRO-BALL CO., Inc., 1200 Camp, DALLAS

EXCEPTIONAL BARGAINS

NOVELTY GAMES: Bumpers, $10.00; Boo Hoots, Sensations, Great Game, Daytimes, Auto-Deliver, Hot Springs, $3.50; Home Runs, Recipes, Blockade, Three Stars, $12.00; Short Sox, $5.00; Mercury and Tournaments, $17.50.
SLOTS: Nickel, Dime or Quarter Pace Machines, $225.00; 50-100 Double Jack Pots, Penny Play Vendors, $15.00; 10 Pace All Star Camel Vendors, Latest Models, $33.00; 4 Mills Penny Pie, $7.45; Slightly Used Columbians, $4.50.


Automatic Sales Company
327 SECOND AVENUE, NORTH, NASHVILLE, TENN.

Gerbens Start on
22d "Honeymoon"

CHICAGO, Oct. 5—On the evening of October 5, Mr. and Mrs. Paul Gerber celebrated their 22nd anniversary by entertaining about 100 friends at the Sherman Hotel here. The party was given in the Crystal Room, which provides ample space for a delicious dinner, dance floor, orchestra, and the table of honor set the mothers of both Mr. and Mrs. Gerber and members of the immediate family. It was a gay evening filled with music, plenty of liquor for all tastes, a floor open and dancing.

Gerber is the well-known "Psych" of the distribution firm of Gerber & Glass. The Gerbers announced that they would be in Miami for the Miami to enjoy a "22d honeymoon."

Console Pleases
Eastern Distributor

CHICAGO, Oct. 9—An evidence of how well the Derby Console game with mystery single slot clicks in the East. Last year, London, of American Amusement Company, Baltimore, reported to have taken a plan to Chicago last week to make personal arrangements with Gottschalck officials for delivery of the large order his company placed for the game. While this type of game may be the last advantage of the opportunity to make a complete personal inspection of the new multiple-nine-cent model which has just been released.

"Like every console game, it has been," said Mr. Gottschalk in comments, "a feature which greatly interested him was the new multiple-nine-cent head, which forces gunned or glued coins thru the coin slides at each play by means of an ingenious lever. The game, combined with the footstep precision mechanism, wins universal admiration, and London was one of numerous players who called to see the new shifting improvements which they are quite grateful."

Ops Like Ponser
Free-Trial Deal

NEW YORK, Oct. 9—The free trial deal which the George Ponser Company instituted last week on a new counter game has closed in a big way with operators, according to reports. The firm is offering the game in the trade on a seven-day free trial with a money-back guarantee. The plan gives the operator the opportunity to test the game for seven days on any location he chooses and then decide for himself whether it is worth the price he paid for it or not.

Since the firm made the offer it reports it has been selling many of the games throughout the large Eastern territory and that the game is definitely proving itself to be a real money maker and is well worth the money. The acceptance of the game by operators was no surprise to Ponser, who is keeping with his own policies, he stated, "we tested the game in the toughest locations we know of, and found that the game is not only mechanically perfect, but that its novel play theme so captivates the players that greater profits are assured. This is why we have put our official imprint upon the game and are backing it up with our seven-day free-trial money-back guarantee offer."
Hot Locations
By RAY BECKER
Sales Manager, J. H. Keeney & Co.

It seems a coin game operator read, and before selecting a territory in which to
in a local newspaper that he'd look
and the secretary of a firm was showing
the operator around the local area. He
was pointing out the advantages and
at this local firm.

"Hot diggity, Mr. Secretary!" exclaimed the operator, "I say this territory is open and there's another operator
grounds?"

"Yes, that's right," explained the secretary, "thousands of marvelous locations and not a game in one of them. More
than this, there is not a single legal restriction against games of any kind. Nor are there any legal

But Mr. Operator, we have nothing coin

"What, no distributors?" quothed the

"No, not a single one. That's the h-l

Personally, that is just about the way I feel about it. The operator who thinks
he is making or saving money by going around and buying or giving away games is,
in my opinion, in a lot of deep

Now please do not misunderstand me. The writer, as sales manager for a coin
game factory, will be glad to sell and ship
to direct operators, any operator. I

And how about it, when some new
game comes out and Mr. Operator

But more important than all these factors is the willingness of the
distributor to offer a certain amount of

Experts as the operator or his

The factory

But the distributor is the one best
able to discuss with the

We at the factory cannot

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If the distributor thinks a game
Bally Launches Trio of Payouts

CHICAGO, Oct. 9—Preparing for fall and winter buying, Bally Manufacturing Company has announced three new payout games, each of which is said to boast distinctive features in line with present trends of player popularity.

“Some representative” declared Jim Buckley, Bally’s general sales manager, “have been contacting jobbers and operators in all sections of the country, and we are convinced that unusually large purchases of payout equipment will be made during the next few months. Moreover, our field surveys indicate a definite demand for high-grade equipment, and accordingly our new payout releases have been engineered to standards of mechanical perfection never before approached.

“First and foremost of the trio is the Fleetwood one-shot pin game. This is a hole-type table with changing odds, with-place-pin type awards and featuring the popular multiple idea, whereby one to four nickels may be played on each game and award is multiplied by number of coins played, up to an $8 top payout.”

“A bare description of Fleetwood, however, does not begin to tell the story. The machine is actually custom-built to the specifications of some of the largest multiple operators in the country, who co-operated with Bally engineers in working out new and revolutionary mechanical refinements, including the most positive anti-cheat apparatus ever devised. The result of this collaboration of engineers and operators is a machine so far in advance of the industry that no glowing words, no superlative of engineering triumph can possibly do it justice. Only by checking the number of improved features can we appreciate the engineering triumph represented in the Fleetwood machine.

“In the single-coin one-shot class, our new Bally’s Stables is destined to be another breakthrough in earning power, longevity and sales volume. Bally’s Stables also features changing odds and with-place-pin type awards, but selections are stepped up to never less than two per game and a possibility of nine—the most attractive spread of selections ever furnished to the public’s eye. As in Fleetwood, the backboard on Bally’s Stable is 20 inches high, lined up like a lighthouse, dominating the location and focusing attention on an area of interest which nobody can resist. The hole type board is wide open and roomy, decorated with plenty of race-horse atmosphere and singing with action created by non-stop-branching and pin bumpers.

“Most revolutionary of the trio is the Club House Continental. This is a classic selector-type game with changing odds and win-place-branching options the number of players from one to seven can play, and if all seven horses are covered one player stands to win. An easy flip of the lever starts the seven horses running around the semi-circle track in brilliantly colored lights, and the horse remaining in it when the action stops is the winner.”

“What is most unique about Club House is the new vertical display front whereby the play layout is upright instead of flat and thus enjoys greater visibility on location. This vertical front is illuminated at all times, attracting attention to the machine. Bally’s Club House actually occupies only about half the floor space required by the average cabinet, yet in eye appeal it is the most elaborate pin-game blackboard.

“We are in full production and making volume shipments on all three games. Of course, high-speed mass production is out of the question, as Fleetwood, Bally’s Stables and Bally’s Club House are virtually custom-built. However, extra shifts will be put on to speed up deliveries as much as possible.”

South Milwaukee License

In Effect Since October 5

SOUTH MILWAUKEE, Wis., Oct. 9—Under its new ordinance regulating amusement machines, the common council here Oct. 5 granted licenses to four amusement operators at an annual fee of $100 each, and 65 novelty amusement machine licenses at $5 each.

The ordinance restricts the issuance of licenses to operators having office in South Milwaukee and the machines are not permitted to pay chips or colds.
**IT’S NOT A SALE UNLESS YOU’RE SATISFIED!**

**SLOTS -- CONSOLES -- ONE-BALLS**
**PHONOGRAPHS -- CIGARETTE MACHINES**

Bargains! Bargains! Bargains!

Blue Front Mystery Gold Award Bells ... $52.50
Watlings Rol-a-Tops Mystery Bells and Vendors ... 37.50
Pasco Casino (Almost New) Mystery ... 45.50
Mills War Eagle 5c and 10c Play Bells ... 44.50
Caille A.C. 7-Coin Slot, Reg. $287.50 (Used 1 Wk.) 149.50

Ray’s Track (Serial 1800 and 3500) ... 137.50
Evans Roulette ... 89.50
Pamco Deluxe Bell ... 89.50
Fast Track (Western) ... 99.50
Galloping Dominos ... 159.50
Paces Races, 25c Play (Brown Floor Samples) ... 295.00

Wurlitzer P-12 ... 124.50
Dance Masters ... 95.50
Do Re Mi ... 139.50
Rock-ola ... 145.00
Stewart McGuire, 7-Col. ... 69.50
Rotary Merchandisers ... 89.50

Bally Caroms ... 44.50
Preview ... 29.50

1/3 Deposit—Balance C. O. D.

WE SUPPLY THE WORLD FROM OUR OWN BACK YARD

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**


**HERE’S A SALES DEAL WITH REAL PULL!**

Everybody Goes for Trading Post
Because Everybody Draws a Prize.

THERE’S NO BLANKS

100 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 100 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

Deal Takes in ... $13.00
No. BP 30 Per Deal $6.00

**N. SHURE CO.**
200 W. Adams St. CHICAGO

**WHAT’S NEW?**

**NEW NEW NEW**

**JENNINGS**

**RACING CLUB**

A ONE-BALL BUMPER PAYOUT TABLE

- 4 chances for a winner
- Jennings Rotary Payout Unit
- Illuminated escutcheon
- Lift top for easy servicing
- Check or cash play-ticket model available

$149.50 PLUS TAX

The raciest... the flashiest... most fascinating pin table made—RACING CLUB—Gives the player four big chances to win: (1) when nickel is inserted lights flash up on back panel and numbers appear on three big dial—on a winning combination appears, player has only to hit four bumpers; (2) failing at a winning combination, player may try it again by sending ball through skill track; (3) hitting ten or more bumpers is a winner, or (4) sinking ball in consolation hole, it’s a table packed full of action, thrill, excitement right up to the last second. It’s a long run Jennings machine—thoroughly tested on hundreds of locations and proved the biggest profit producer of them all.

If your jobber doesn’t have RACING CLUB write or wire us today!

O. D. JENNINGS & COMPANY 4300 WEST LAKE STREET • CHICAGO, ILLINOIS

**Congratulations!**

DENTON, Oct. 9—James A. Pasanen, of the J. & J. Novelty Company here, was passing out Havana cigars to customers in the store when a young man rushed into the store with a 9 1/4-pound sombrero, James A. III, Mrs. Pasanen and the youngster are reported to be doing well.


(Genco's 1937) ANIMATED FOOTBALL
GREATEST FOOTBALL NOVELTY GAME EVER MADE
THE KICK-OFF, RUN BACK AND TACKLE IN LITES
10 AND 30-YARD RUNS—TOUCHDOWNS
ALL IN CLEVER BACKBOARD ANIMATION

$77.50
F. O. B.
CHICAGO
IMMEDIATE DELIVERY
GENCO, INC.
2621 N. Ashland Ave., Chicago, Ill.

Teletype Connects 3 Atlas Branches

CHICAGO, Oct. 9.—Atlas Novelty Company, with headquarters in Chicago and branches in Pittsburgh and Kansas City, is the latest in the line of inter-office communication setups in the industry, says Advertising Director Irving Ovitz. An order for Atlas personal service to be more than a slogan, we follow a procedure in telephone communications seldom found in average businesses of a size such as ours," said Ovitz. "Each office is equipped with direct-wire teletype machines on which daily reports and orders are relayed to Chicago headquarters. This enables our branches to offer a faster service on new or used equipment in their respective territories. In addition to the teletypes, there are daily long-distance telephone communications between all offices, all occurring at stipulated times of the day.

"This, combined with the daily written reports and notifications of orders, ties the three offices together so closely that they operate as smoothly as half-bearings in oil, according to Phil Greenberg, head of the Pittsburgh office.

"Thoroughly competent staffs and full lines of all types of equipment, together with the personal supervision of the Chicago boys, complete a service which Atlas claims to be without equal in the country.

Increasing Demand For World Series

CHICAGO, Oct. 9.—Altogether almost a year ago, officials of Rock-Ola Manufacturing Corporation revealed that World Series was proved to be such a consistent money maker that the demand for the game among location owners and operators is constantly increasing. It has been interesting to note the heavy location requests for World Series," stated Jack Nelson, general sales manager of the firm.

"There is a twofold reason for this ever-increasing interest in the game," he went on. "The first reason is that it is a game which offers a fascinating competitive play. The player needs no tricks to win the machine, but rather he plays competitively with his friends or other location patrons. Frequently there is a side bet made for the purse. The second reason is that locations like World Series boxes can immediately recognize its stimulation of trade. In some localities the locations pool a daily or weekly high-score award, which not only steps up the play of the game but also increases the over-the-counter business of the location."

New Idea in Cuba

MIAMI, Oct. 9.—Good news to Florida operators who have been worrying about how to sell their slot machines outlawed in the State since October来了 came in the form of a presidential decree admitting slots to Cuba.

Loud protest and refusal previously had met every effort to have them returned to Cuba since former President Gerardo Machado outlawed the "baby-machines" (nickel slotswolves) 10 years ago.

The new decree authorizes Rosoglio Gomes, described as a Havana merchant, to use the machines which sell gum and candy, which "will pay 0.20 cents to each 0.50 ticket for each 100" according to the original decree."
Evans' De-Luxe Payouts
Unequalled
for Performance and Profits

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not converted or changed away from older models. Every machine is built RIGHT! Evans games are absolutely free from "bells".

For top profits and unfailing performance, these De-Luxe Payouts stand alone in their class! Write Evans, in care of your jobber or write direct for complete details.

MONEY TALKS!

EVANS Games are built for only one purpose—TO MAKE MONEY FOR YOU! They have an unequaled record of success. There is no question about their ability to deliver the perfect performance you expect! In their case MONEY TALKS and the money they MAKE FOR YOU talks loudest!

H. C. EVANS & CO.,
1322-24 W. Adams St.,
Chicago, Ill

Taverns Unite on
High Standards

ATLANTIC CITY, Oct. 9.—A constructive move among tavern keepers is said to have turned the eyes of the liquor industry toward the four-day convention recently held by the Hoosier tavern men of New York. The organization includes about 2,500 tavern keepers in the State. The convention took the attitude of discussion and setting up stringent standards for its own business rather than wait for public opinion to force regulations.

A resolution passed by the tavern men definitely aligns them with the forces working for order and temperance. A proposal to lower the 21-year-old drinking age limit to 18 years was defeated almost unanimously and was buried under an overwhelming opposition.

"The sale of liquor to youths of 18 was unheard of, even in the old days," declared William G. Weilhofer, chairman of the board of the convention, in a heated address. "Even when a fellow reached 21 in the old days he sat down at the end of the bar and kept quiet!"

It is not youth's nature to be moderate, he told the convention.

The organization also went on record urging that all tavern keepers in the State be fingerprinted and photographed.

The purpose of this move was to be to establish the identity of tavern men as citizens of the community and State.

Op Discusses Best Type of Locations

DETROIT, Oct. 9.—Gasoline stations, drug stores and confectioneries are the best locations for pinball games today, maintains Fred N. Novak who, together with Stanley Kolesa, operates the Supreme Coin Machine Company. Novak specializes in amusement machines and operates extensive routes in the western part of the city. Just recently he and his partner moved to new quarters on Livernois avenue, which is approximately in the middle of their territory.

Novak has made a particular study of locations and discusses conditions freely. "Some gasoline stations are regular good mines," he stated. "Those on busy corners, for instance, where people have to walk away for some time before waiting for their cars to be finished, outside drug stores are also good. Usually these places have a soda fountain and there always seems to be some people hanging around the store while their cars are being worked on. Also, these are money-making locations when they are located in the heart of the business district."

"As far as school locations are concerned," Novak concluded, "I don't approve of placing machines near them myself. They are too much of a temptation for youngsters who do not know the value of a nickel and consequently play without proper restraint.

Barrels of Jack

Tap This Newest Harlich Barrel Board for Big, Fast Profits

No. 704
Takes in
600 holes
Definite Payout
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GROSS PROFIT
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Get the Details. Write, Stating Your Line or Business to
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Operators Start with $5.65
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Amazing Big Profits "Automatically" are just plain mathematically sure! You give away TWO genuine Pig Grain Jackets, $3.50 each, one for your agent and one for his customer. Pocket Big Cash Profits. Big season just starting.

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Wind up 1937 with Big Extra Cash Profits. Get details of this original plan now, this amazing quick profit-making business.

GRUND ART & NOVELTY COMPANY, INC.
435 E. Walnut Street
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**HOW TO OPEN CLOSED TERRITORY**

The Answer Is

**SKILLO**

CHICAGO: The most VITAL question confronting coin machine men today! And EVANS supplies the answer with SKILLO—the most revolutionary Science and Skill Game ever conceived! This new game sensation actually OPENS CLOSED TERRITORY and keeps it open!

- Don't lose a minute! Protect your interests with this phenomenal game! SKILLO will put you back in the money and KEEP YOU THERE!
- Write immediately for confidential details and prices!

**ABSOLUTELY LEGAL EVERYWHERE!**

SKILLO is a new departure in games that reaches heights of excitement, suspense and tension never before attained! So vitally appealing to players, and so profit-able, we predict its impact from counterfeiting this great new idea!

H. C. EVANS & CO., 1522-28 W. ADAMS ST., CHICAGO

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**NEW YORK COINMEN AT ANNUAL BANQUET**

NEW YORK, Oct. 9—New York operators attended the sixth annual combined coin machine banquet of the Amalgamated Vending Machine Operators' Association and the Greater New York Vending Operators' Association, Sunday, October 3, in record numbers. At the head of the Amalgamated, was the moving spirit and the capable leader of the Greater New York. The operators turned out in full force and had a swell of their lives. Quite a few out-of-town visitors showed up and the affair took on an international flavor with the appearance of visitors from England and Germany.

The show presented by Variety Entertainment Bureau was well received. On the bill were Eddie St. John, master of ceremonies, Amos Byers, Lou Lazarus, Millie and Billie, Sugar Nicholas and DelMar, Moore and Martin. Music was supplied by Harold Kahn and Orchestra.

Pony's table was dubbed the international table, George having as guests Giuseppe of London and Rosenfield from Cologne, Germany. His employees occupied the remaining five tables.

Jack Pihlanton, whose employer and guests occupied six tables, played host to the Party boys, Hal Maloney and Jim Buckley, who remained in New York most of the week. The Pihlanton boys had a swell time and enjoyed the most music. They became particularly attached to the ice cream.

Nat Cohen and Harry Rosen headed the five Modern tables, including employees and motoring guests. We hear Nat escorted Capash, Bob and Bill Holten almost to the airport.

Ben Paliastos, representing Wurlitzer in Boston, seemed to be having a good time. He claims the factory cannot ship machines fast enough.

The main event of the evening was played on Herman Budin, the host, who expects an addition to his family at any moment. He was called to the telephone during all the hilarity. The attendant claimed it was calling him. It was all a gag.

We were bawled out by two operators, who claimed we didn't take care of them in our production department.

So a gift, 7½ pounds, was born to Mr. and Mrs. William Levy September 28—named Joyce Ellen.

Also a gift, 6½ pounds, was born to Mr. and Mrs. Dave Friedman August 24—named Joan.

We wonder what the beautiful blonde darling with Bert Lane.

Bebe Kaufman, who didn't show up, was sorely missed. Bebe had business to take care of in San Francisco.

After carefully looking over all the beautiful girls who attended we cast our vote for Joe Pizanti's daughter.

Dave Robbins and wife showed up late and looked completely exhausted. They explained they had just moved into a new apartment.

The Babkis, who also moved into a new apartment, had to buy new clothes. Their stuff being packed up and inaccessible.

Willie Blass, the "Little Napoleon," was promoting some sensational news in the near future.

Sam Krenberg and wife didn't miss one dance all evening. Maybe they try out all the new dance steps at Sam's home bar.

**DETROIT OPERATOR DIES**

DETROIT, Oct. 9—William Vandenberg, one of Detroit's old-time operators, died recently. Vandenberg, who was a distant relative of T. S. Bratton Vandenberg, operated game and nut machines for many years. Returning from the business some 10 years ago, he returned to the field again in 1935 with a house of wedding machines, which he operated up to the time of his death.
SUPREME IN CLASS AND EARNINGS!

ULTRA EYE-APPEAL
ULTRA PLAY-APPEAL
ULTRA PROFIT-POWER

The crowning masterpiece of modern engineering! Combinies the greatest array of play-compelling features ever included in a game! DERBY CONSOLSE MULTIPLE has EVERYTHING—furious action—modernistic beauty—irresistible appeal! —MASS EARNING POWER!

MULTIPLE 9-COIN SLOT—up to 9 plays possible at one time! Coin in Chute selects corresponding horse. Odds from 4-1 to 40-1 automatically pazed on back panel. If all 9 horses are played, Field or Daily Double may be won by any one of 9 Players with odds of 30-1!! Magnificent de luxe cabinet of matched walnut veneer! Silver-etched multi-colored plate glass field! Spinner-light playing action! Mystic 3rd Dimensional back panel!

New precision-built mechanism, highly simplified! Entire mechanism, including coin head, easily accessible by raising playing field. DERBY CONSOLSE MULTIPLE will get you the best locations and enable you to HOLD them with a steady stream of BIG-TIME PROFITS!

★ MAMMOTH CONSOLE de Luxe Cabinet, 20" deep, 35" long, 52" high. Matched walnut veneer, walnut trim. Disappearing handles for transporting.

★ MULTIPLE 9-COIN CHUTE takes up to 9 coins at one time! Coin Head Mechanism absolutely jam-proof! Automatic wiper forces gummed or glued coins through coin slots after each play! Positively the best Multipie Coin Head on the market today!

★ SPINNER LIGHT PLAYING ACTION.

★ CYCLE ARRESTER, absolutely prevents cycling; rolls sharp-shooter systems.

★ ADJUSTABLE AWARDS. Automatic electrical control.

★ HAMMOND ELECTRIC CLOCK, 6-WAY FUSE, and scores of other features.

D. GOTTLIEB & CO.
2736-42 N. PAULINA ST.
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SCOREING A BIG HIT!
DERBY CONSOLSE
WITH MYSTERY SINGLE SLOT!

500 Used Pay-Out Tables
Fully Guaranteed While They Last!

| MILLS POST TIME | $69.50 |
| BALLY GOLDEN WHEELS | 79.50 |
| WESTERN'S PREVIEWS | 39.50 |
| WESTERN'S AIR DERBY | 55.00 |
| 315 STEWART & McCUIRE LATE MODEL NUT VENDERS | 9.75 |

Quantity Buyers, Wire for Special Price.
1/3 Deposit With Order, Balance C. O. D.

ORIOLE COIN MACHINE CORP.
142 W. MT. ROYAL AVE., BALTIMORE, MD.

RECONDITIONED PAYOUTS AND AUTOMATICS

| 6¢ RACER | 25¢ RACER | 50¢ RACER | 75¢ RACER | 1.00¢ RACER | 25¢ PLACE | 1.00¢ PLACE | 50¢ BAR | 50¢ STICKER | 75¢ BAR | 75¢ STICKER | 1.00¢ BAR | 1.00¢ STICKER |
| 35.00 | 35.00 | 35.00 | 35.00 | 35.00 | 35.00 | 35.00 | 35.00 | 35.00 | 35.00 | 35.00 | 35.00 |

PAY-OFF PAYOUTS

| 50¢ HESH | 75¢ HESH | 1.00¢ HESH | 3-COIN MIX | 5-COIN MIX | 10-COIN MIX | 25-COIN MIX |
| 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 |

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1922 FREEMAN AVE.
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CLOSE-OUT SALE, $45.00 Ea.

The Smash Hit Jar Deals of 1937

The Winner
Stop and Go
Mint of Gold
American Eagle
Derby—Big Pay Off
Play Football

GELLMAN BROS.
119 North Fourth St.
MINNEAPOLIS, MINN.
3 New Payout Hits by Bally!

NEW MULTIPLE ONE-SHOT!

Payouts multiplied by number of coins played! $8.00 Top! Win - Place - Show - Purse Awards! 1 to 7 Selections! 30-Inch Backboard! New Anti-Cheat Devices! Simplified Mechanism!

CUSTOM-BUILT to the specifications of leading Multiple operators! That, in a nutshell, is the story of Bally's new FLEETWOOD ... a machine so far in advance of the industry that no description can do it justice. Only by checking the many new improved features can you appreciate the engineering triumph represented in FLEETWOOD! Built to last a lifetime, without service grief, FLEETWOOD will "stay put" on location year in and year out ... earning profits far too sensational to print! WRITE TODAY FOR BIG COLORED CIRCULAR AND PRICES!

NEW UPRIGHT CONSOLE!

Bally's CLUB HOUSE is the game you need for those "hot spots" where floor space is at a premium! Thanks to the new smart Upright Console ... with Permanently Illuminated Inclined Vertical Display Front ... CLUB HOUSE occupies less than half the space required by ordinary consoles ... yet in eye-appeal it's equal to the most elaborate pin-game backboard! CAN PLAY! Odds change each game! Win-Place-Show-Purse Payouts! CLUB HOUSE doesn't wait for patrons to stroll over and see what it's all about ... but sends out sparkling waves of "come on" which few people can resist! WRITE OR WIRE FOR PRICES OR SEE YOUR JOBBER.

STEPPED-UP SELECTIONS!

STEPPED-UP COLLECTIONS!

Let BALLY'S STABLES pep up your payout spots! The giant 30-INCH BACKBOARD brings 'em in ... the STEPPED-UP SELECTIONS keeps 'em going for hours! NEVER LESS THAN 6 SELECTIONS PER GAME AND UP TO 9 POSSIBLE! Payouts on Win, Place, Show and Pure, 40-to-1 top! Wide-open HOLE-TYPE board stimulating with action created by new "Clock Spring" Bumpers and "Rubber-Tire" Bumpers! Stepped-up Selections insure Stepped-Up Collections! Get your share! SEE BALLY'S STABLES AT YOUR JOBBER'S OR WRITE FOR LITERATURE AND PRICES.

AIRWAY

or write for details. ALSO GET OUR FULL NATURAL COLOR CIRCULAR SHOWING NUGGET AND SUM-FUN COUNTER GAMES!
LOOK TO ROCK-OLA FOR LEADERSHIP

Operators are enjoying greater earnings with the Imperial Rock-Ola

Mfg. Corp., 800 N. Kedzie Ave., Chicago

More quarters and dimes than ordinary phonographs get in nickels.
NOW ON TOUR, CHICK WEBB'S SENSATIONAL BAND RETURNS OCT. 17th TO HARLEM'S FAMOUS SAVOY BALLROOM

These top-notch DECCA RECORDS by CHICK WEBB'S BAND are favorites everywhere

If You Should Ever Leave
That Naughty Waltz
You Showed Me the Way
Oh Yes? Take Another Guess
Love You're Just a Laugh
—all with vocals by Ella Fitzgerald. Wurlitzer operators count on these and other recent Chick Webb recordings for increased play appeal.

CHICK WEBB and his BAND “swing it” in thousands of places a night

... Thanks to the WURLITZER Automatic PHONOGRAPH!

It would be impossible to seat in a single audience the vast number of “swing fans” who enjoy the exotic rhythms of Chick Webb and his band. But, thanks to the Wurlitzer Automatic Phonograph’s true-to-life reproduction, millions of American music lovers may visit their neighborhood taverns or restaurants and have the magic music of Chick Webb and other big name bands at their fingertips.

The Wurlitzer Automatic Phonograph—designed to provide musical entertainment in locations whose limitations require them to seek automatic music—brings the latest hits of modern masters to enrich the recreation hours of millions.

Music operators all over America are turning to Wurlitzer—the Automatic Phonograph that brings recorded music to life. The coupon will bring you full information on how you, too, may become a Wurlitzer operator.

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